



NOV 13, 2015

#211

Apple Magazine™

TIM COOK
PUSHES
BUSINESS
TO HELP SOLVE
SOCIAL PROBLEMS

FARADAY FUTURE
MYSTERIOUS
ELECTRIC CAR
STARTUP LOOKING TO
BUILD \$1B FACTORY

APPLE IN BUSINESS A THRIVING ECOSYSTEM

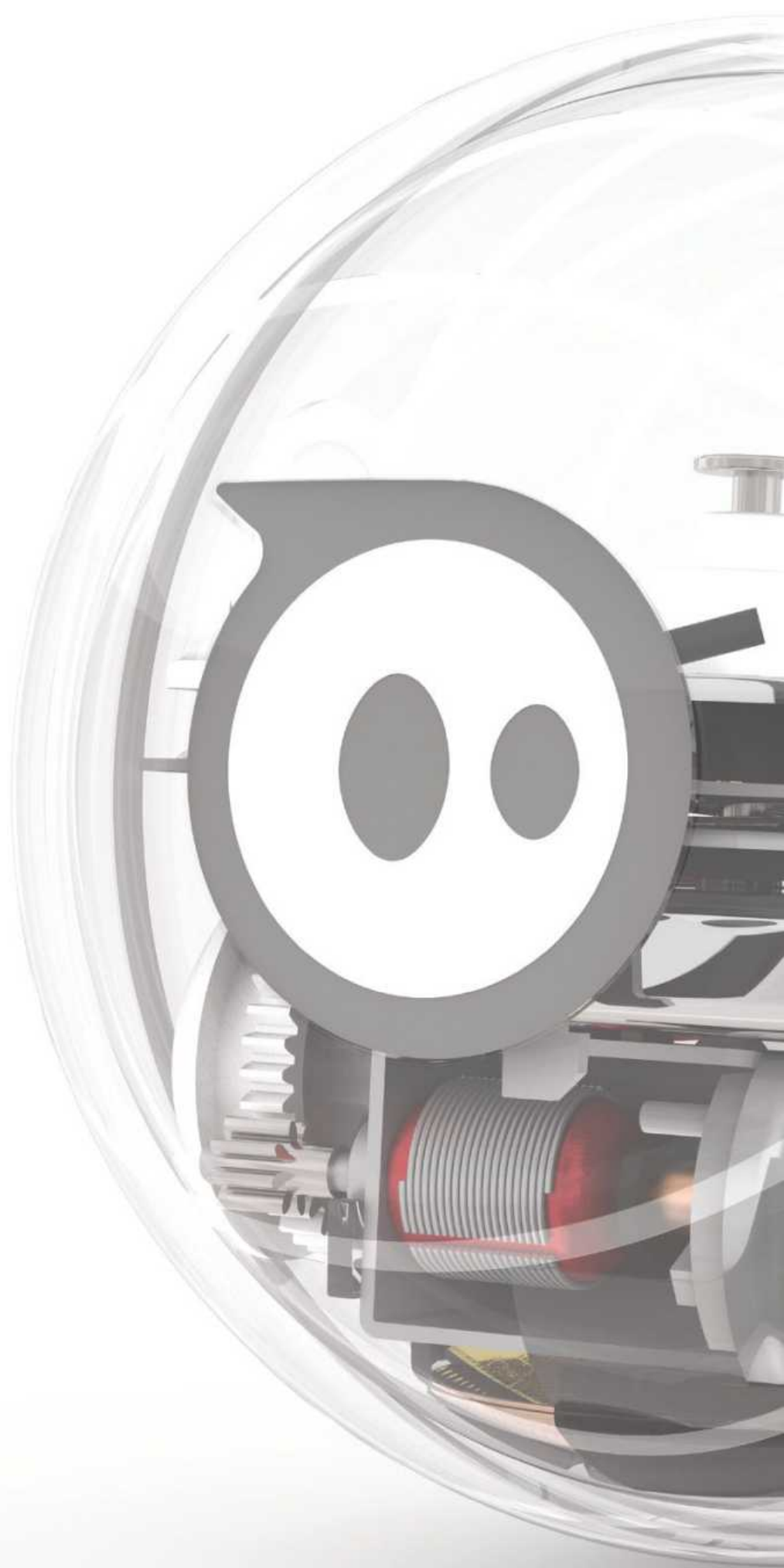


Pure
Design



sphero
SPRK
schools ⚡ parents ⚡ robots ⚡ kids
— EDITION —

Meet the robot designed to inspire tomorrow's inventors and innovators. Kids and kids at heart can discover robotics, learn how to program, create accessories, dream up new ways to play, and explore the library of free apps. Fire up your imagination and change the way you think about play.



RANGE



BLUETOOTH



PROGRAMMABLE



APP-ENABLED



BATTERY LIFE

sphero.com

SUMMARY

**MYSTERIOUS
ELECTRIC CAR
STARTUP LOOKING
TO BUILD \$1B
FACTORY**

14



**GIFT GUIDE: GADGETS THAT
MAKE YOUR WRIST SMARTER**



110

**APPLE IN BUSINESS:
A THRIVING ECOSYSTEM**



32

**APPLE BOSS PUSHES
BUSINESS TO HELP SOLVE
SOCIAL PROBLEMS**



64

ACTIVISION PLANNING 'CALL OF DUTY' FILM, 'SKYLANDERS' SHOW 06

JAPAN ITS OWN ENEMY IN PUSH TO IMPROVE CYBERSECURITY 24

GOOGLE, HEART ASSOCIATION TEAM UP ON NEW RESEARCH VENTURE 48

'WARCRAFT' CAST UNLEASH FILM TRAILER AT BLIZZCON 52

MATCH GROUP PLANS TO RAISE UP TO \$466.2M FROM ITS IPO 60

'SPECTRE' SHOOTS TO \$73 MILLION, MISSES 'SKYFALL'S' MARK 96

GIFT GUIDE: GADGETS THAT MAKE YOUR WRIST SMARTER 110

AFTER POKING FACEBOOK, LIFE AIN'T EASY FOR A SITE NAMED TSU 120

SCIENCE: GLOBAL TEMPS AVERAGE COULD BE 1.8 DEGREES FAHRENHEIT HIGHER 128

GOOGLE MAPS OFFERS OFFLINE OPTION WHEN INTERNET IS SPOTTY 146

Columns

TOP 10 APPS 76

iTUNES REVIEW 80

TOP 10 SONGS 136

TOP 10 ALBUMS 138

TOP 10 MUSIC VIDEOS 140

TOP 10 TV SHOWS 142

TOP 10 BOOKS 144





ACTIVISION PLANNING 'CALL OF DUTY' FILM, 'SKYLANDERS' SHOW

Activision Blizzard Inc. is moving deeper into the film and TV business.

The video game maker unveiled plans Friday at an investors meeting during the annual BlizzCon fan convention to create and release its own film and TV series.

The first projects from the newly formed Activision Blizzard Studios will be based on the "Call of Duty" military shooter franchise and kid-focused "Skylanders" toy-game series.

Activision Blizzard Studios co-president Nick van Dyk noted that the division will be directly involved in the creation, development and marketing of movies and TV series based on Activision Blizzard properties.

"We'll have a fraction of the overhead of the typical studio since we're starting with a blank page and building an organization that is right-sized for our intended creative output and for the future of the industry," van Dyk told investors.

The first TV series from Activision Blizzard Studios will be "Skylanders Academy." The computer-generated show is set to debut in 2016 and will feature the voices of Justin Long, Ashley Tisdale and Jonathan Banks.

The studio also is working on a "Call of Duty" film series, with the first installment likely ready for deployment in 2018 or 2019, according to van Dky.

"Our releases will be consistent with the high adrenaline, bad-(expletive) action that fans expect from this franchise, but we're going to deliver this intellectual property to the broadest movie-going audience," van Dyk said. "This will be tent-pole action-adventure of the widest appeal."

The move follows Activision Blizzard partnering with Legendary Pictures for a film based on Blizzard's "Warcraft" fantasy franchise. The movie centering on the battle between the game's orcs and humans is set for release June 10 and will be distributed by Universal Pictures.





"Warcraft" filmmaker Duncan Jones was on hand Friday with the film's cast to debut a trailer for the movie at BlizzCon, a two-day celebration of Blizzard series at the Anaheim Convention Center.

"(Activision Blizzard) seems to feel pretty confident that video game movies might actually work," said Jones backstage. "That's a win for 'Warcraft.' I think as long as they get the right people involved, I'm sure they'll be incredibly successful."

The formation of a devoted studio is similar to Activision rival Ubisoft establishing a film and TV division in 2011. That studio is responsible for the Nickelodeon series "Rabbids Invasion," as well as an "Assassin's Creed" film based on the historical series starring Michael Fassbender, due Dec. 21, 2016.

A similar venture didn't work out for Microsoft. After two years, the company closed its Xbox Entertainment Studios in 2014. The division had been tasked with creating series based on such Microsoft game franchises as "Halo," "Forza" and "Gears of War."

Activision Blizzard announced earlier this week that it is acquiring "Candy Crush Saga" publisher King Entertainment for \$5.9 billion.





Apple Magazine

is Now available on
Apple iPhone/iPad/Android/Windows8
and Web



Download And Read it
on **Magzter**



From your Apple iPad please go to
App Store and search for Magzter



From your Android Tablet please go to
Google Play and search for Magzter



From your Windows8 device please go to
Windows Store and search for Magzter

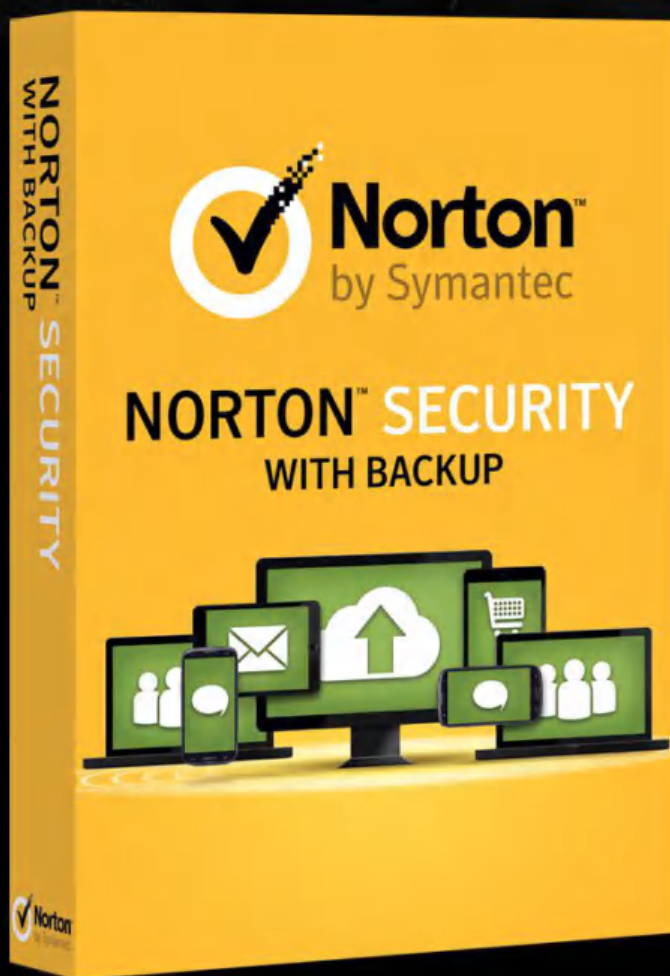
<http://www.magzter.com>



/MobileMagzter



100%
GUARANTEE
VIRUSES REMOVED
OR YOUR MONEY BACK



NORTON™ SECURITY WITH BACKUP

NOW WITH NORTON™ FAMILY PREMIER

Powerful Norton protection, plus secure PC backup, for your family of PCs, Macs, smartphones and tablets

- Real-time protection against existing and emerging threats like viruses and malware
- Tools to help your kids safely explore the Internet and away from unsafe Web content
- Includes 25 GB of online storage for PCs

Save \$20

BUY NOW



MYSTERIOUS ELECTRIC CAR STARTUP LOOKING TO BUILD \$1B FACTORY

The luxury electric car market may be small, but it's lucrative enough to get another jolt - this time from a mysterious startup that says it wants to re-imagine how people interact with their autos.

The startup's name is Faraday Future, and it has been hunting for a place to build what it says will be a \$1 billion manufacturing plant for a new line of cars. Four states are contenders and the company says to expect an announcement within weeks.

Headquartered in a low-profile office just south of Los Angeles, Faraday is holding a lot of details close. Though it won't confirm the source of its funds, documents filed in California point to a parent company run by a Chinese billionaire who styles himself after Apple's late Steve Jobs.









Based on the few other public clues, Faraday is following the path blazed by Tesla Motors, its would-be rival hundreds of miles away in Silicon Valley.

Like Tesla, Faraday's car will be all-electric, and debut at the high end.

The startup of about 400 employees has poached executive talent from Tesla and also draws its name from a luminary scientist - Michael Faraday - who helped harness for humanity the forces of nature.

Even Faraday's public announcement that California, Georgia, Louisiana and Nevada are finalists for the factory mirrors the approach Tesla took to build a massive battery factory. Nevada won that bidding war among several states last year by offering up to \$1.3 billion in tax breaks and other incentives.

Faraday hopes to distinguish itself by branding the car less as transportation than a tool for the connected class.

"People's lives are changed by their mobile devices, the way that we interact," Faraday spokeswoman Stacy Morris said. "The car industry hasn't caught up sufficiently. The car still feels like a place where you're disconnected."

Just what that means could hit the road as early as 2017, when Faraday has said it wants to bring a car to market.

The timeline is ambitious, given that it typically takes automakers at least three years to go from concept to production - and that's when they already have their factories up and running.

"Developing an electric vehicle platform from scratch takes many years and doing it in 18 to 24 months would be a precedent-setting event, if it could be done," said John Gartner a director at the market intelligence firm Navigant Research.

Then again, Faraday was around for more than a year before its recent public coming out. It was originally incorporated in California in May 2014 as LeTV ENV Inc., according to papers filed with the California Secretary of State. The address in Beijing is associated with Letv, a holding company founded by Chinese tech pioneer Jia Yueting.





Yueting is referred to as China's equivalent of Jobs, both for his talk of "disrupting" traditional industries as well as his jeans and T-shirt wardrobe at product launches.

Faraday spokeswoman Morris wouldn't comment on Yueting.

"We're in stealth mode where we're not revealing ownership," she said. "There's a significant investor who wants the company to stand on its own merit before being associated" with it."

Navigant projects that the luxury plug-in market will grow in the U.S. from 109,000 cars or SUVs next year to 468,000 in 2023. With a market share increase from 0.7 percent to 2.6 percent of all "light duty vehicles" (which also includes vans and pickup trucks), it's still a niche market.

And by 2023, there will be even more competition - automakers other than Tesla plan to compete for customers who want luxury electric vehicles.

"The market's only going to get more challenging," Navigant's Gartner said.





It's all about Apple

The background of the advertisement is a photograph of a modern, bright workspace. A white laptop is open on a white desk, with a pair of tortoiseshell glasses and a black pen resting on a stack of papers in front of it. To the right of the laptop is a black disposable coffee cup with a white lid and a clear glass of water. The scene is lit by natural light from a large window in the background, which shows a view of green trees and a brick wall.

AOL Computer Cleanup

Clean it up. Speed it up. Lock it up.

Free your computer from the junk dirtying up its hard drive with **AOL Computer Cleanup**, the one-click fix that helps clean and speed up your slow PC.

- Remove traces of internet browsing history and encrypt sensitive files
- Get rid of the useless junk left behind when installing and uninstalling programs
- Back up and recover accidentally deleted files
- Analyze system settings and identify ways to improve security

Sign up now, and then sit back, relax and let our 24 powerful PC tools clean, speed up and optimize your PC automatically.

TRY IT FREE FOR 30 DAYS

Annual subscription for just \$39.95 per year begins upon registration.
To avoid being charged the recurring subscription fee,
simply cancel before the free trial period ends.

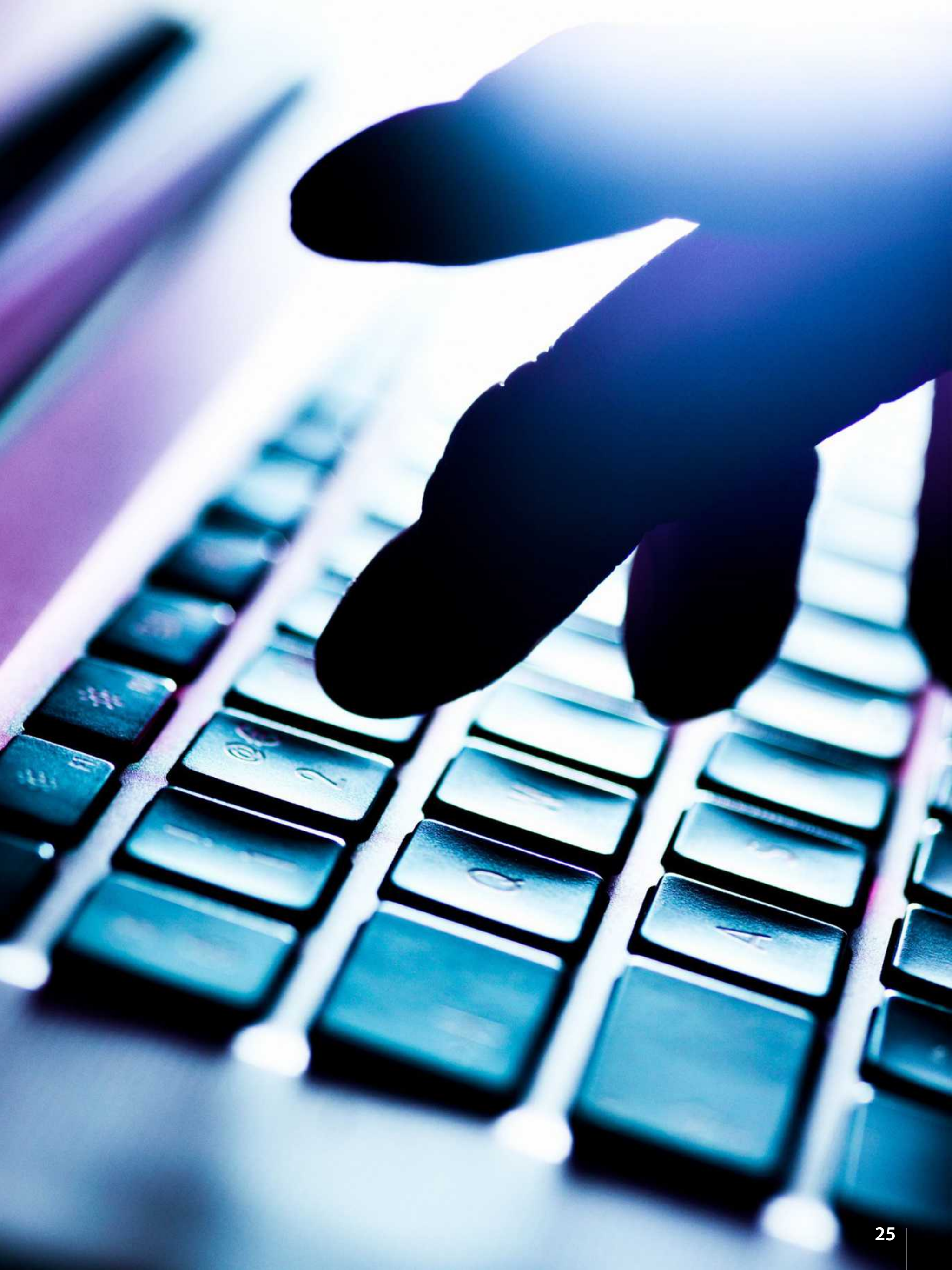
JAPAN ITS OWN ENEMY IN PUSH TO IMPROVE CYBERSECURITY

Apart from rogue hackers, criminal organizations or even state-backed cyberwarfare units, Japan's businesses and government agencies are facing a unique cybersecurity foe: themselves.

Even with the frequency and severity of cyberattacks booming worldwide, efforts by the world's No. 3 economic power to improve its data security are being hobbled by a widespread corporate culture that views security breaches as a loss of face, leading to poor disclosure of incidents or information sharing at critical moments, Japanese experts and government officials say.

Improving cybersecurity practices has emerged as a top national priority for Japan, stung in recent years by embarrassing leaks at Sony Pictures, the national pension fund and its biggest defense contractor, Mitsubishi Heavy Industries, which possibly suffered the theft of submarine and missile designs.





Toshio Nawa, a top Japanese security consultant who is advising the Tokyo 2020 Olympics organizers, said he encountered a telling instance this summer when he was called to investigate a breach at a major Japanese government agency.

Nawa found that five different cybersecurity contractors employed by the agency had discovered the breach - but that not one reported or shared their findings.

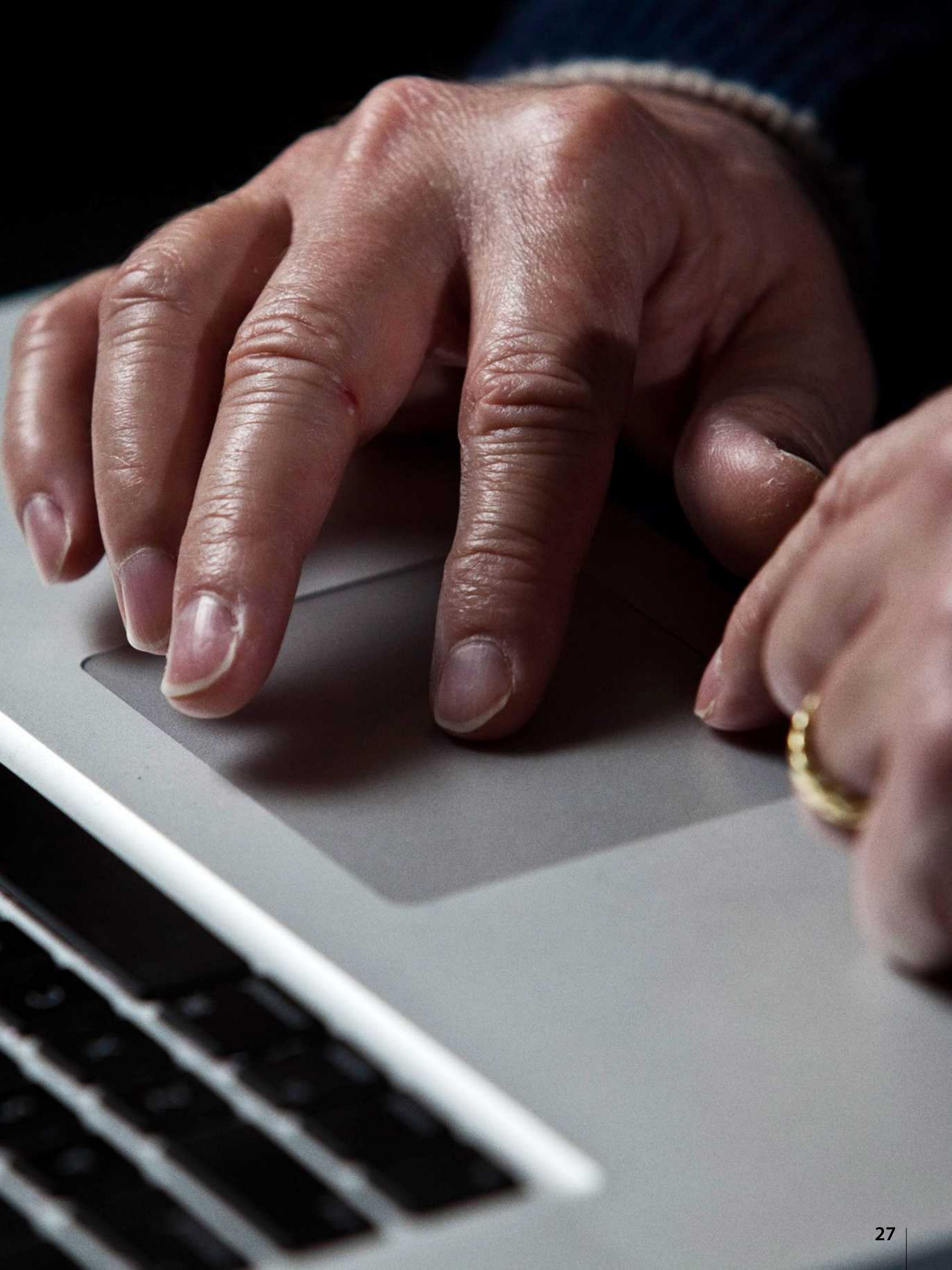
With evidence from the contractors pooled together, Nawa matched the digital fingerprints to a Mexican group that he believes was responsible for a previous attack on Japanese diplomatic servers. The breach was patched, but Nawa walked away flustered.

"In the U.S., if they find a problem, they have to report," he said. "The Japanese engineer feels he fails his duty if he escalates a report. They feel ashamed."

To be sure, the cybersecurity industry around the world, not just in Japan, frequently echoes the call for greater transparency within and among organizations. The U.S. Senate last month passed the Cybersecurity Information Sharing Act to ease data sharing between private companies and the government for security purposes, although civil liberties advocates warned it posed a threat to privacy.

But the problem may be particularly acute for Japan's private sector behemoths and government ministries - sprawling bureaucracies wrapped in a "negative culture that cuts against wanting to communicate quickly," said William H. Saito, the top cybersecurity adviser to Prime Minister Shinzo Abe.







While rank-and-file workers fear reports of security lapses may get them punished, the problem reflects a broad lack of understanding of cybersecurity in the Japanese C-suite, Saito said in an interview on the sidelines of the Cyber3 conference in Okinawa.

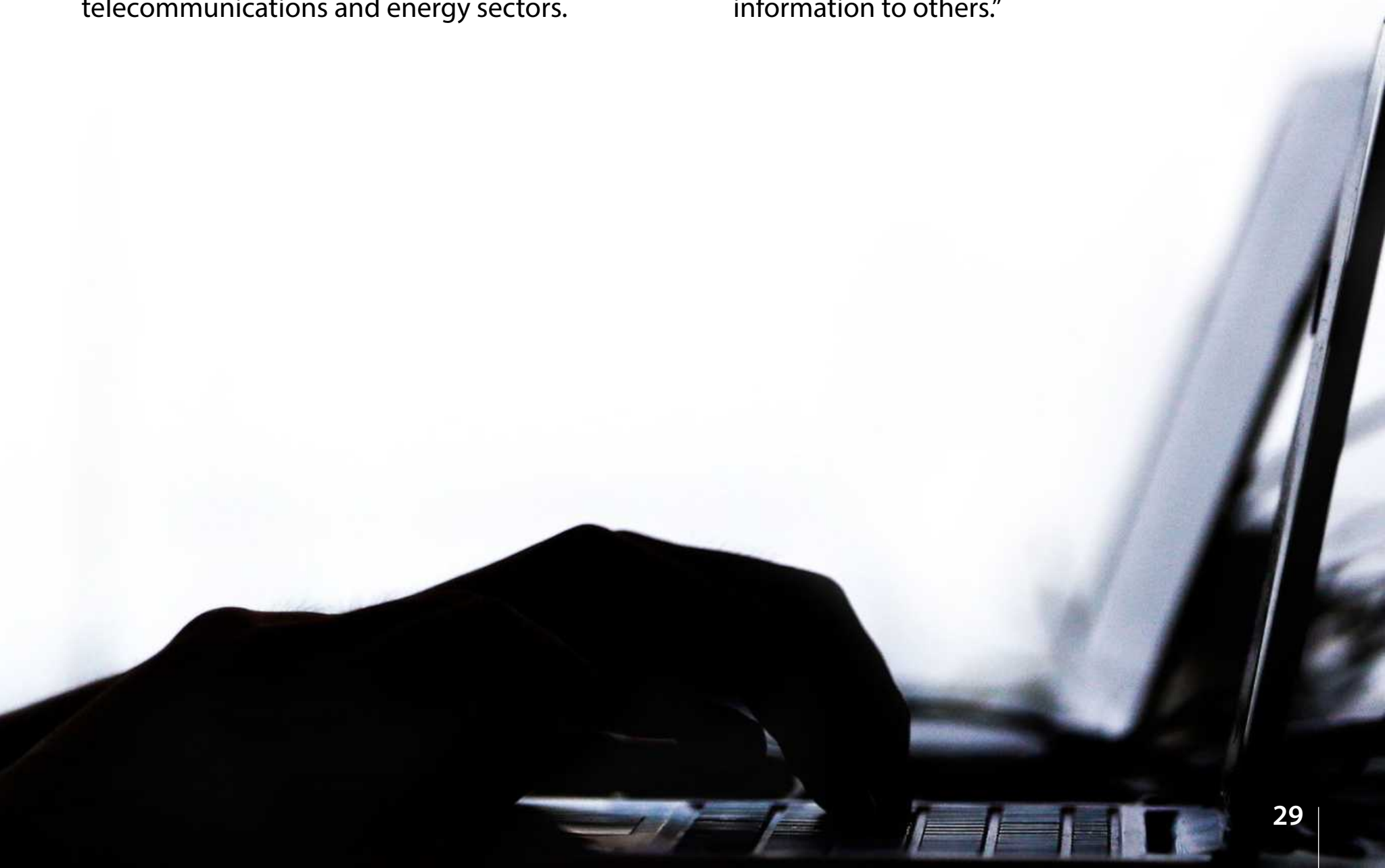
“This is Japanese culture where in some situations the upper management doesn’t know how to use email and IT integration is voodoo magic,” said U.S.-born Saito, also an executive at Palo Alto Networks, a security firm. “The reality is companies either have been hacked or will be hacked. My message is, ‘It’s not your fault.’”

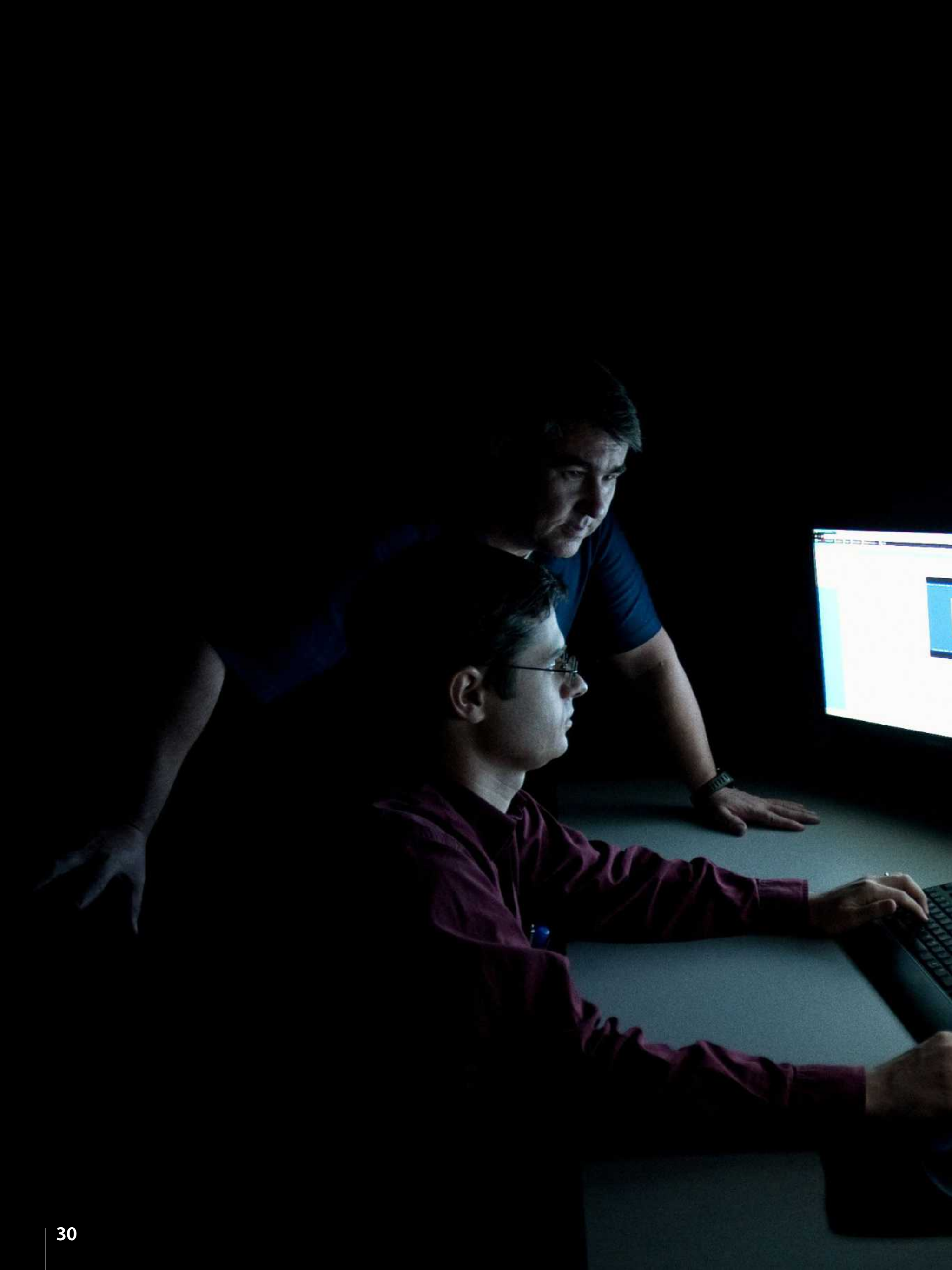
In 2013, the latest year of available data, the Japanese government network faced an eightfold increase in cyberattacks from two years prior, with attacks spreading into civil infrastructure, as well as the telecommunications and energy sectors.

Against that backdrop, the Abe administration has pinpointed the 2020 Tokyo Olympics as a chance to upgrade Japan’s national security capabilities while calling for a more hands-on government role to nudge companies to take cybersecurity seriously.

A Cabinet-level cybersecurity agency in September published a strategy paper that proposed, among other things, extending government-run cybersecurity classes to companies, awarding financial incentives for firms that demonstrate improved security capabilities and requiring companies to fill a chief cybersecurity officer role.

The Cabinet report also highlighted the issue of disclosure, saying “it is essential to relieve (network) operators’ psychological burden of possibly losing credit or ruining reputation of their business if providing information to others.”







Jim Foster, a former U.S. diplomat and Microsoft Japan executive who heads the Keio International Center for the Internet and Society in Tokyo, said the fast-evolving threat of hacking poses a looming challenge for Japanese industry, which never developed a deep pool of cybersecurity expertise with active exchange of ideas and know-how.

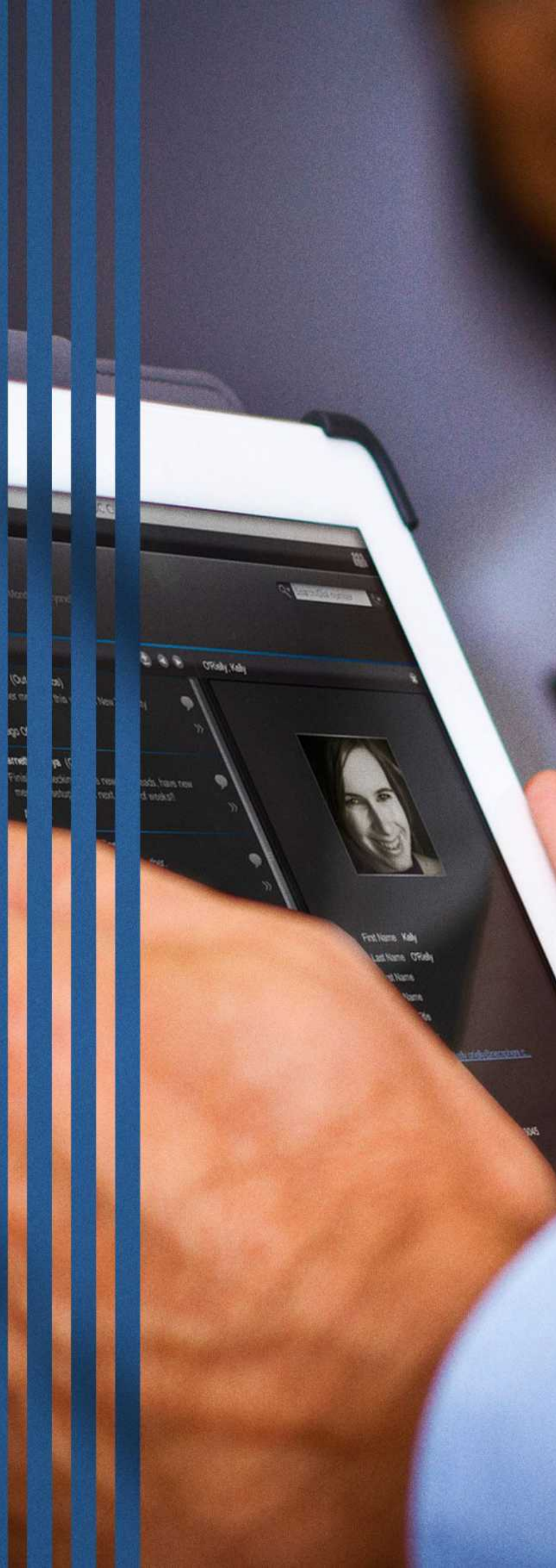
"Japanese companies grew up too big too quick and didn't have to cooperate or rely on outside expertise," he said. "But now there's this new threat unlike anything else and things suddenly get difficult."

But changing habits is hard, said Nawa, the security adviser for the Olympics, who is now holding simulations and educational sessions around the country, where he emphasizes to security engineers - who do not necessarily lack technical chops - the importance of sharing findings and speaking up when they spot a problem.

He said he uses a simple mantra on the training circuit: "What I say is: 'Please remove your pride.'"

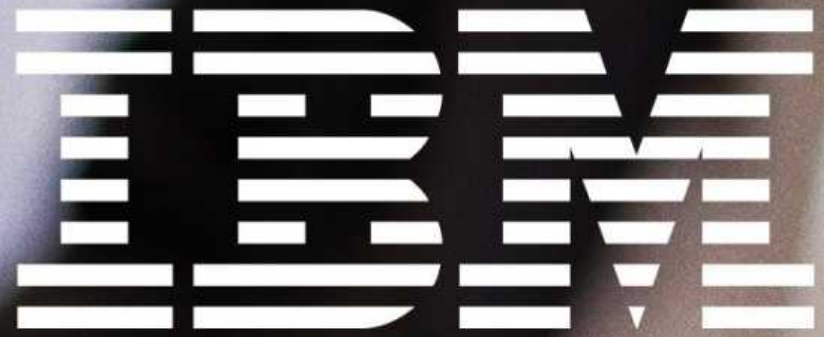
Apple in business: a thriving ecosystem

APPLE AND IBM UNITE TO TRANSFORM
CORPORATE PRACTICE



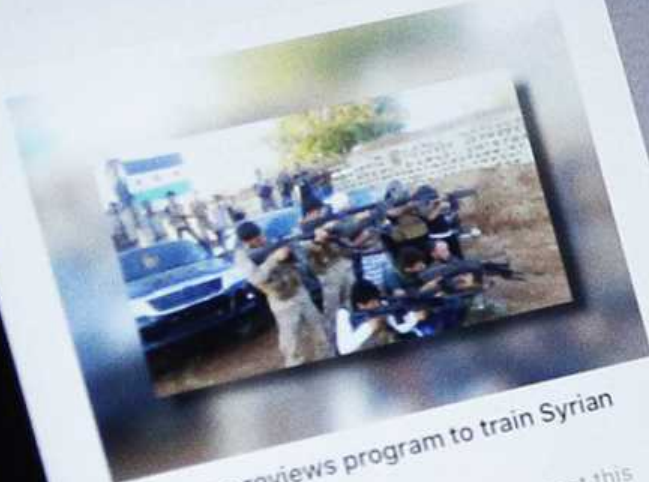


+





12:52 PM
5 New Stories



Pentagon reviews program to train Syrian rebels

Senior national security officials will meet this week to discuss options for how to revamp the Pentagon program to train and equip moderate...

OW

Now We Know a Little Bit More About How the NSA Uses Software Vulnerabilities

Slam

How Data-Wranglers Are Building the Great Library of Genetic Variation

Yoon



Your Hotel Key Is the Smartphone You Already Own

Travel Intel Written by Juliana Shallcross September 9, 2015 As hotels ramp up the use of smartphones, you may never touch a metal—or plastic—room key again. Courtesy Hilton Hilton's requires only a smartphone and a Bluetooth connection to open the guest-room door there. That moment when, after an endless day of meetings or exploring, we trudge eager to take a shower and sink into a freshly made hotel bed, but just as we app





Traditionally, Microsoft has been the dominant tech player in enterprise - a situation largely encouraged by widespread and deep-rooted corporate familiarity with the company's ecosystem and the reluctance of Steve Jobs' Apple to take serious steps against the Redmond giant in this area. However, the tide is slowly turning, as more businesses follow consumers in moving from the desktop to the mobile space, and Apple ties up several crucial enterprise initiatives under Tim Cook.

Nonetheless, boosting its appeal to businesses is no mean feat for the Cupertino company - especially as rivals like Microsoft and Google are making their own moves to woo the same clients. So, what is the current state of Apple's ecosystem for business? How has Apple been seeking new opportunities away from its usually consumer-oriented strategy? And how have businesses responded?

AN IMPRESSIVE BUSINESS "QUIETLY BUILT IN NOT TOO MANY YEARS"

Pursuing corporate markets was far from an evident priority for Apple under Steve Jobs. As PCMag's Tim Bajaran notes, he differed in this respect from his predecessors at Apple - particularly Michael Spindler, who, during his tenure in the mid-1990s, brought the Mac closer in similarity to the PC and licensed the Mac OS. However, Bajaran also implies that Apple **long had the potential to shake the foundations of enterprise** - it simply hadn't dedicated enough support and resources to actually doing so.

It is for this reason above all that Tim Cook's more corporate-friendly approach could trigger





more than a few shockwaves among both established leaders and ambitious upstarts in this area. In many ways, it already has. At Apple's quarterly earnings call last month, Cook reported that, **during the 2015 fiscal year, the company's enterprise business grew by 40% to \$25 billion.** He remarked: "I doubt very many people knew that we have a \$25 billion enterprise business that we've quietly built in not too many years."

A ONCE UNLIKELY ALLIANCE THAT IS NOW "SERIOUS BUSINESS"

Though, as Cook acknowledged at the conference call, Apple's business penetration remains low, its progress shows the company's change of direction to be reaping dividends. Indeed, a closer look at the Cupertino company's high profile enterprise projects in both this and last year help to clarify why it has succeeded in making such great bounds. One of these projects is what would have been considered highly unlikely in the 1980s: a partnership with one of Apple's historical rivals, IBM.

First announced in July 2014, this partnership was set to unite **Apple's strengths in mobile technology and IBM's advantages in big data and analytics to transform business practices** in several key ways. The ambitious plans included introducing over 100 industry-specific solutions exclusively for iPhone and iPad, iOS-optimized unique cloud services and enterprise-tailored AppleCare service and support. The following September, a portfolio of ten business-focused apps was launched.

These apps, which were presented under the IBM MobileFirst for iOS banner and designed

to meet the needs of workers in various sectors, including retail, financial, insurance, government and hospitality, quickly won enterprise endorsement. Writing for Wired, Tobi Schneider, the founder and CEO of Bouncepad, reported seeing **“an increased demand for more control over tablets in the sectors that MobileFirst is specifically targeting”**, dubbing the Apple-IBM alliance’s aims “serious business”.

“EVERY MAC THAT WE BUY IS MAKING AND SAVING IBM MONEY”

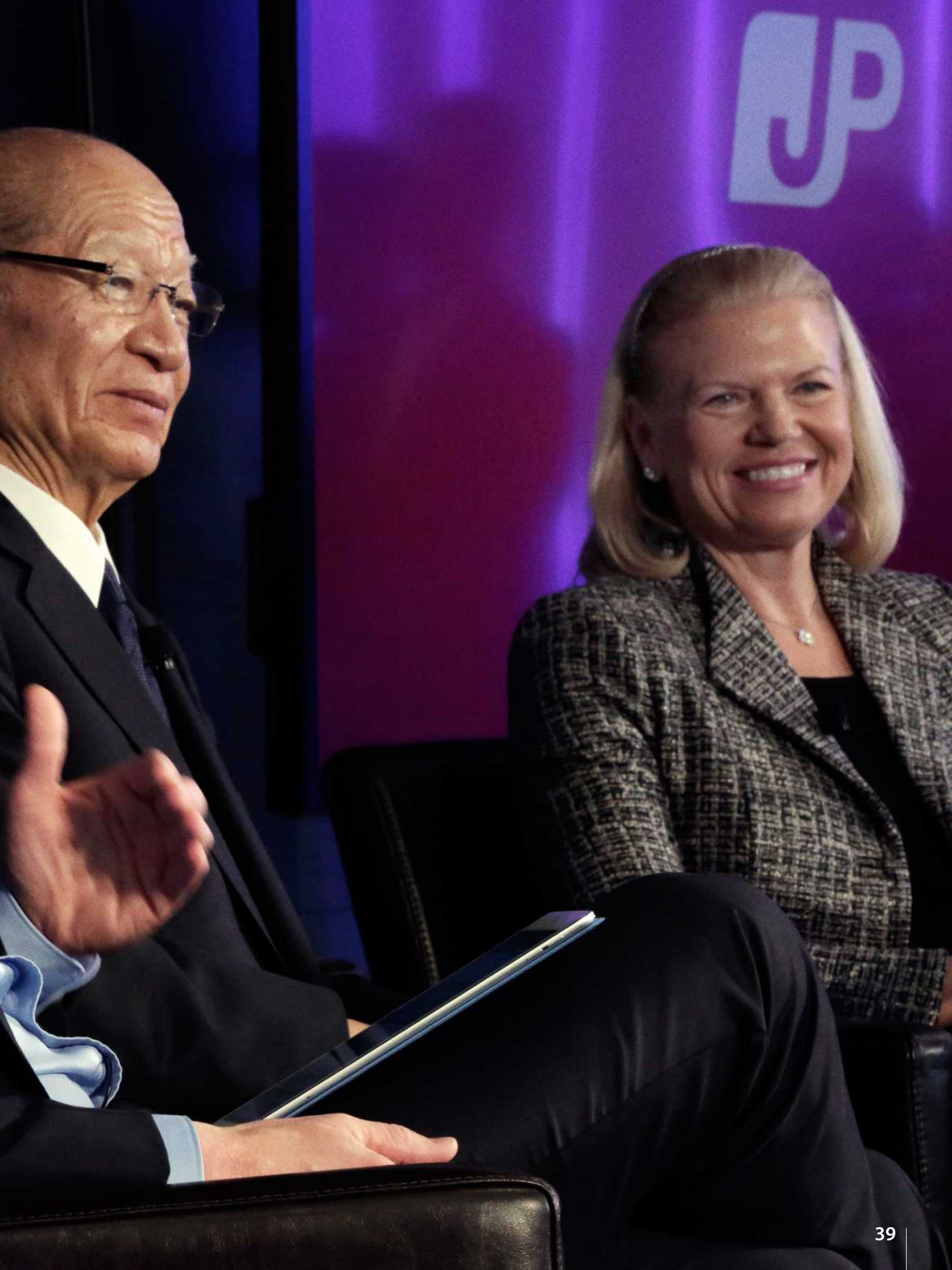
The corporation nicknamed Big Blue has also been successfully deploying Apple devices to its own workforce. In August, we reported **IBM’s plan to purchase up to 200,000 Macs annually** - and, in the process, become by far Apple’s largest corporate customer. This move proved highly fruitful - last month, at the JAMF Nation User Conference, IBM’s Vice President of Workplace-as-a-Service, Fletcher Previn, reported that **its Macs required much less help desk support than its PCs**.

To be more exact, Previn reported that, at IBM’s internal help desk catering for the company’s 130,000 Macs and iOS devices, there were a mere 24 staffers - while only 5% of the Mac users even turned to this help desk, compared to 40% of the PC users. He added that, as each Mac “still has value three or four years down the road”, each purchased Mac was “making and saving IBM money”.

This extent of Apple’s reach with one of the world’s most prestigious tech corporations looks even more impressive considering Apple’s relatively small dedicated sales team



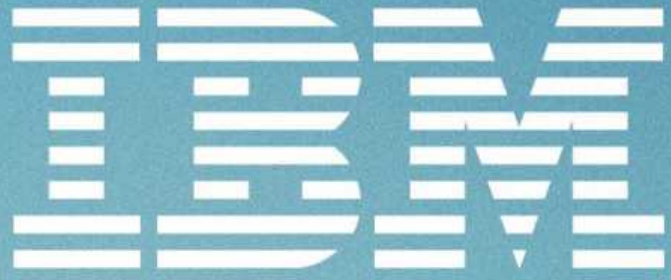
Image: Richard Drew







+



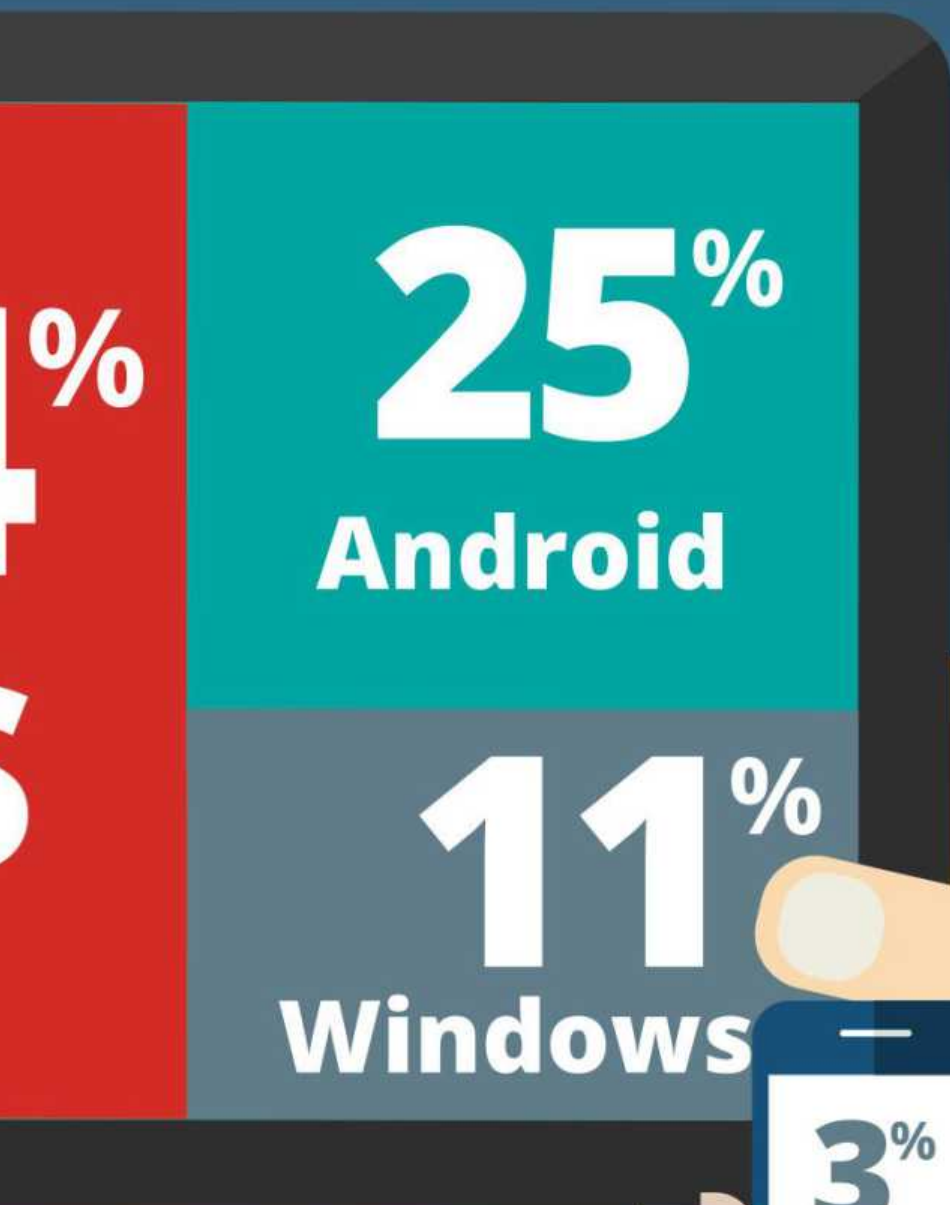
for corporate markets. At the aforementioned earnings call, Tim Cook indicated that this team is unlikely to grow significantly in the foreseeable future, with the company instead continuing to rely on its 75 ability partners and their own direct sales forces.

iOS: ALREADY DEEPLY ENTRENCHED IN BUSINESS

The mobile revolution that has engulfed the consumer market has hardly left businesses untouched; in August, Good Technology's Mobility Index Report for 2015's second quarter revealed that organizations were more frequently using multiple mobile apps. Excluding email apps, 67% of all analyzed organizations used more than one app. Furthermore, iOS was still largely driving this development, having seen **64% of both smartphone and tablet activations in enterprise during the quarter.**

iOS was found to be an especially popular mobile platform with public sector organizations, schools and healthcare firms, scoring an adoption rate of over 70% with these organizations. There is also anecdotal evidence, noted by Architosh, that **the largest architecture, engineering and construction firms in Japan are increasingly standardizing around iOS**, on the strength of the iPad's design applications. Reportedly, this news led major German design app developer Graebert to announce its own support for iOS.









A BIG TABLET THAT COULD MAKE A BIG DIFFERENCE

Given this emerging trend, undoubtedly instrumental to Apple's continuing enterprise drive is the iPad Pro. Workers in the education and health sectors are likely to have been especially engrossed by the demonstrations of feature-rich productivity and healthcare software on the tablet at Apple's September keynote. Meanwhile, the 12.9-inch slate's optional Apple Pencil accessory has obvious appeal for designers, architects and engineers - especially after **renowned animation studio Pixar's endorsement.**

Apple is still working hard to promote the 12.9-inch slate to enterprise, as particularly evidenced by Eddy Cue's recent appearance at Dropbox's Open conference. Cue, Apple's Senior Vice President of Internet Software and Services, used the occasion to show off the tablet's use of Dropbox's upcoming collaborative editing app Paper and point out **other advantages of iOS in the corporate world, including that "everyone upgrades really quickly."** But to what extent can such advantages help Apple to further fracture a widespread business model built around Microsoft and Windows products and services?





HOW APPLE'S FUTURE IN BUSINESS COULD UNFOLD

Gigaom's Nathaniel Mott reckons that **the iPad Pro bodes well for Apple's future in enterprise**, citing the popularity of the iPad in the workplace even as its maker was looking away from that market. He gives his readers a tantalizing vision: "If the iPad found a place in enterprise when its claim to fame was HBO Now, imagine how well it could do now that it comes with a dedicated keyboard accessory and what appears to be a rather capable stylus."

PCMag's Tim Bajaran is similarly optimistic, suggesting that the value of Apple's enterprise operations could double over the next half-decade. These are all bold claims, and no-one at Apple appears under any illusion that knocking Microsoft off the corporate perch will be easy. But, with Mac and iOS usage already rising in this field and Apple finally making explicit attempts to win over business customers, we can see another major break from Jobsian strategy turning out increasingly worthwhile. ■

by Benjamin Kerry & Gavin Lenaghan



GOOGLE, HEART ASSOCIATION TEAM UP ON NEW RESEARCH VENTURE



A company whose name is synonymous with eyeballs on the Internet is turning its attention to hearts. Google Life Sciences, a research group recently spun off from its parent corporation, is teaming with the American Heart Association in a \$50 million project to find new ways to fight heart disease.

The heart association's half, \$25 million over five years, is the largest single research investment in its history. For the Google group, its latest biomedical venture will join projects that include whiz-bang devices such as driverless cars, contact lenses that monitor blood-sugar for diabetics and health-tracking wristbands.

The project was announced Sunday at a heart association conference in Orlando.

Heart disease is the world's top killer, a problem that "seems ripe for new innovation" and disruptive, unconventional thinking, said Andy Conrad, Google Life Sciences' chief executive. Progress has been slow and "we should shake it up a little bit," he said.

Besides cash, Google has tech tools to offer such as sensors to monitor the health of "people in the wild" versus just when they go to doctors and huge capabilities for data analysis. The company is aiming for a cure, Conrad said. There's no guarantee of success, but "the only thing we can promise is that we'll try harder."





By early next year - Valentine's Day, "a big heart day," Conrad said - a team from Google and the heart association hope to pick a project leader, who might be a cardiologist, a nurse or "a teenager from Wisconsin," depending on what skills and ideas that person can bring to the table. The team is looking for "a maverick," he said.

The venture "really allows us to think about ... doing research in a different way," said Dr. Robert Harrington, chairman of the Stanford University School of Medicine and a member of the heart association's board.

Traditional research has brought only incremental improvements in heart disease treatment.

"We are trying to do something disruptive here," Harrington said.



'WARCRAFT' CAST UNLEASH FILM TRAILER AT BLIZZCON



The director and cast of "Warcraft" are hammering down on BlizzCon.

A trailer for the film adaptation of the long-running interactive fantasy series debuted to thunderous applause Friday at the fan convention.

The footage teased the tusk-filled, armor-laden conflict between orcs and humans that has been depicted in the 11-year-old online role-playing game "World of Warcraft" and the original "Warcraft" games from the 1990s.

"Warcraft" filmmaker Duncan Jones introduced the preview on stage at the Anaheim Convention Center with cast members Clancy Brown, Dominic Cooper, Ben Foster, Toby Kebbell, Paula Patton and Daniel Wu.

"That was incredible," said Jones backstage after the unveiling. "I've been working on this movie for three years and coming to BlizzCon for the past five years. I know this crowd from both sides, so it was fantastic to be able to finally show them in person and release the trailer online for everyone who couldn't be here."

Jones, the filmmaker behind the critical sci-fi successes "Moon" and "Source Code," said he understands winning over the BlizzCon crowd is only half the battle.

"We have to convince people who aren't fans of 'Warcraft' that this is a movie that they're going to understand, enjoy and love," said Jones. "I keep telling everyone here that this is an opportunity for those who love 'Warcraft' to communicate to everyone else exactly what it is they love about 'Warcraft.'"

Despite the game series' 20-year-old history and die-hard fanbase, Foster said he was undaunted when tackling the role of the magical Medivh. He didn't care that "Warcraft" was a game before a film.

"It doesn't matter," said Foster. "It's about two sides of a war. There's compassion on both sides. To me, that felt like a worthy way to spend a few months in a very accessible way. If you can use the engine of big dollar Hollywood to talk about both sides of a war, that feels exciting. By the way, nobody did it for free."

Patton, who plays the half-orc, half-human Garona, acknowledged one of the biggest challenges of her part was attempting to act while wearing pointy ears and tusks. She would take them home to practice.











"My son loved it," said Patton. "He would call me orc mommy. I would tape my pointy ears on him and rehearse my lines with the tusks on while cleaning the house or whatever."

Ahead of the "Warcraft" trailer debut, Activision Blizzard Inc. announced plans during an investor meeting at BlizzCon to create and release its own film and TV series based on the "Call of Duty" military shooter franchise and the "Skylanders" toy-game series.

Activision Blizzard partnered with Legendary Pictures to produce "Warcraft," which is set for release June 10 and will be distributed by Universal Pictures. Jones said he's envisioned with Chris Metzen, Blizzard's chief of story and franchise development, that the film could be the first installment in a film trilogy.

Online:

<http://www.warcraftmovie.com>



MATCH GROUP PLANS TO RAISE UP TO \$466.2M FROM ITS IPO

The owner of Tinder, Match.com and OkCupid hopes to raise as much as \$466.2 million in an initial public offering, which would put the value of the dating site company in the neighborhood of \$3 billion.

Match Group Inc. disclosed in a regulatory filing Monday that it will price its IPO of about 33.3 million shares between \$12 and \$14 per share. The underwriters will have a 30-day option to buy an additional 5 million shares.

The online matchmaker will list on Nasdaq under the symbol "MTCH."

Parent company IAC/InterActiveCorp, controlled by billionaire Barry Diller, has been snapping up online dating sites as the industry grows in popularity. In July it bought Vancouver-based dating website PlentyOfFish for \$575 million.





College and
ational Foundation
Support
ness Institute

ry College
possibilities

DAQ®

IT'S YOUR PARTY
GRAND OPENING
NOVEMBER 14



21ST CENTURY

DUNKIN'DONUTS

SONY

WJURE



V Media

NYPD

NEW YORK POLICE

NY

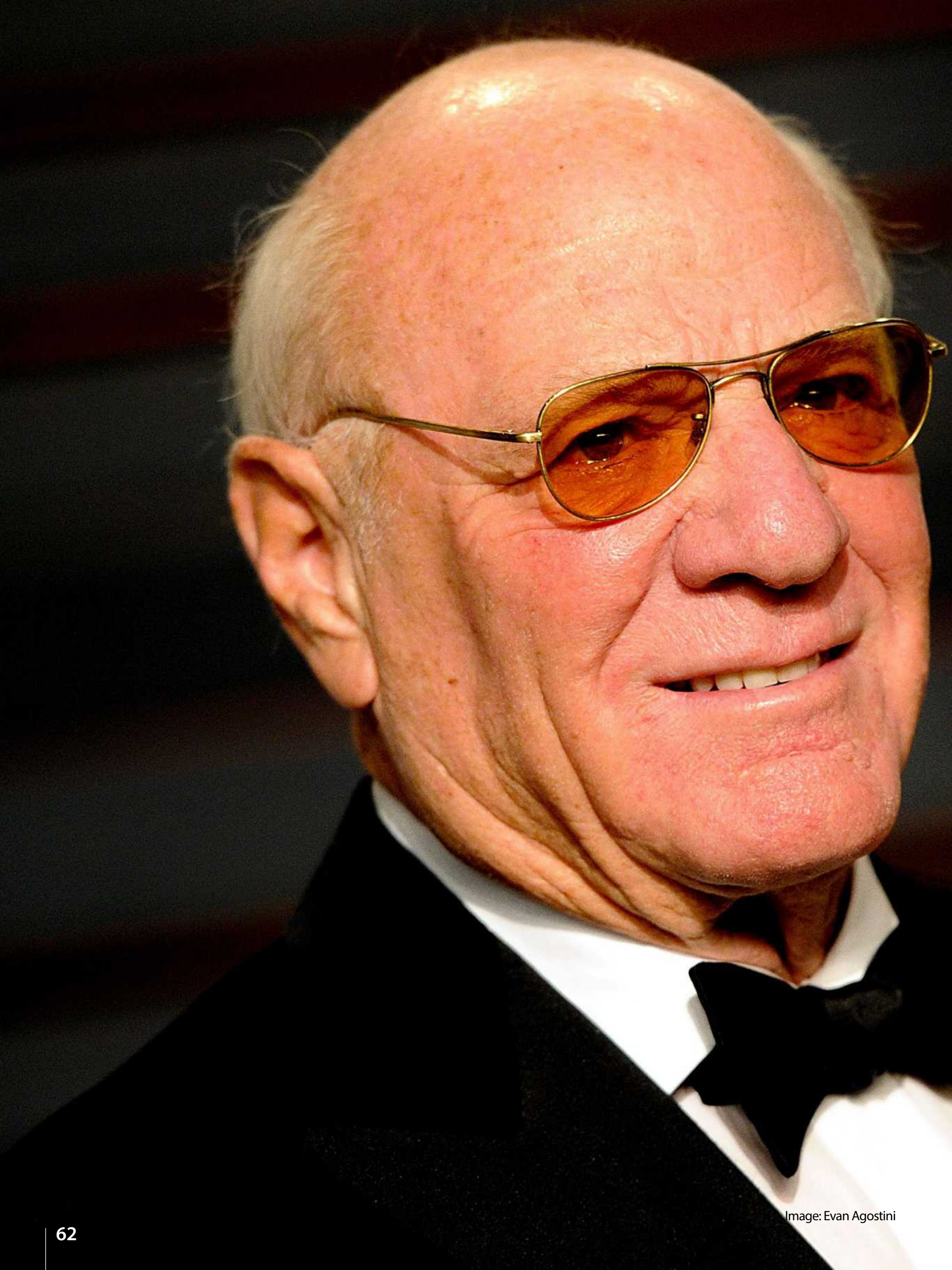


Image: Evan Agostini

The Match Group offers dating products through nearly 50 brands in 40 languages around the world.

About 31 million Americans have used a dating site or app, according to a 2013 Pew Research Center study.

The Dallas company says it has turned a profit in each of the last three years and had \$1 billion in revenue over the 12 months ended June 30.

Match Group has about 59 million active monthly users, 4.7 million of them paid, using 38 languages in more than 190 countries.

There will be three classes of stock: common stock, Class B common stock and Class C common stock. Common stockholders will be entitled to one vote per share, while Class B shareholders will get 10 votes per share. Class C shareholders cannot vote.

Parent company IAC/InterActiveCorp will own all shares of outstanding class B stock. It will maintain majority control of the company after the offering. IAC/InterActiveCorp also owns Web properties like Vimeo, HomeAdvisor, About.com and CollegeHumor.


Match Group said that it currently plans to use all of the offering's net proceeds to repay related-party debt owed to IAC/InterActiveCorp.

Match was the second high-profile tech IPO pricing in as many weeks.

Last week, Jack Dorsey's Square, the six-year-old company known for its white, cube-shaped credit and debit card readers, offered just over 31 million shares at a maximum of \$13 apiece for total value of up to \$403.7 million.

APPLE BOSS PUSHES BUSINESS TO HELP SOLVE SOCIAL PROBLEMS





Apple CEO Tim Cook spoke to faculty and students at Bocconi University, Italy's top business school on Tuesday, his first speech to a European university.

Here are the highlights from what he said:



Image: Ariel Zambelich

ON COMPANIES' CIVIC RESPONSIBILITY

“ Now more than ever businesses are in a position to help societies solve their greatest problems. The responsibility should not rest on governments alone. Whether we are talking about climate change or equal rights, the challenges we face are simply **”** too great for businesses to stand on the sidelines.

ON CLIMATE CHANGE

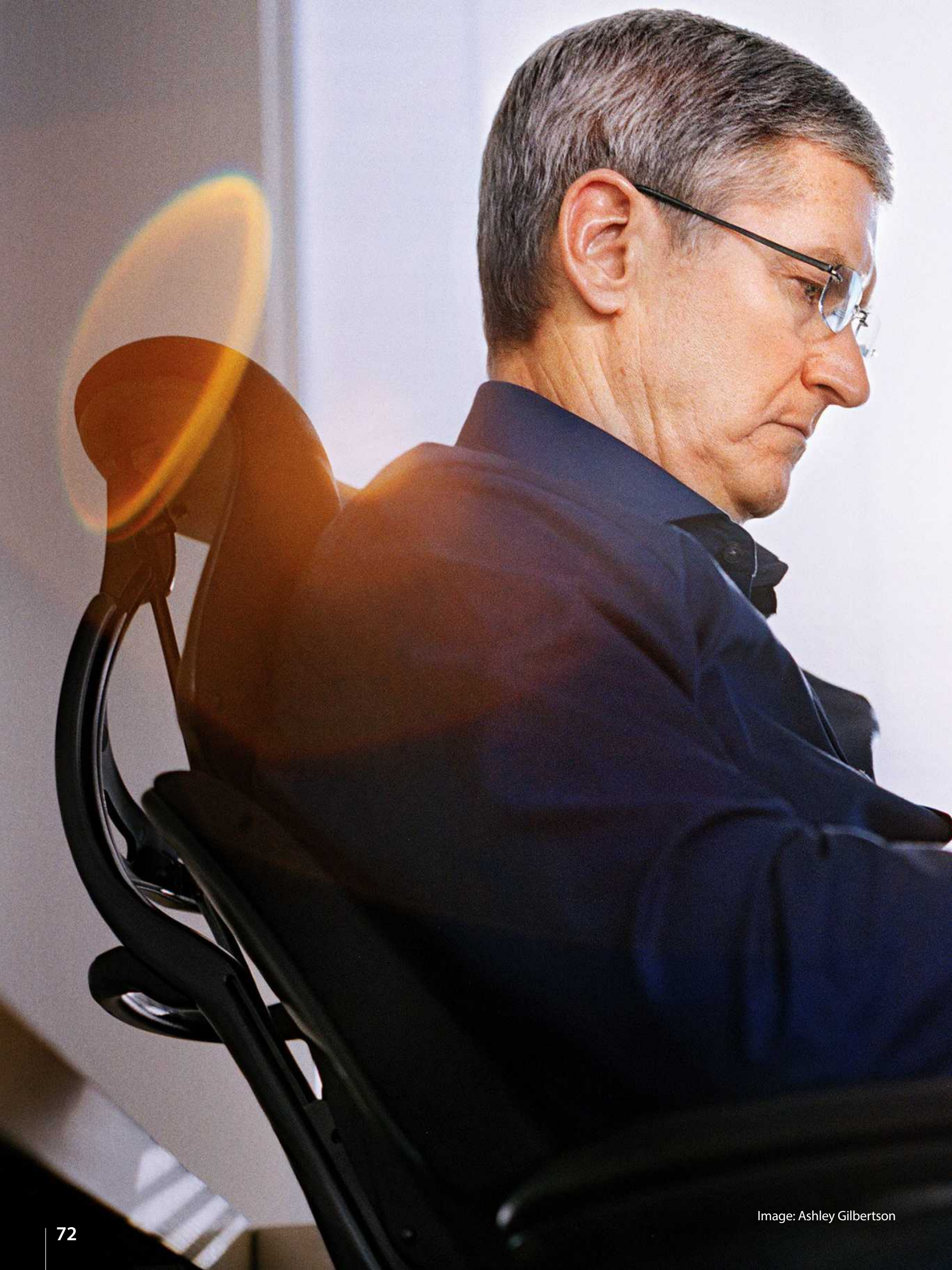
“ *The environment must also be on the business agenda. As business leaders, we have a responsibility to address this, and urgently. We have obligations to our companies and our shareholders because climate change impacts supply chains, energy crises and overall economic stability.* **”**





ON EQUAL RIGHTS

“ *We know that discrimination against anyone holds everyone back. So at Apple, we welcome everyone, no matter where they come from, what they look like, how they worship*
or who they love. **”**



A hand holding a smartphone in front of a window. A bright light source, possibly the sun, is reflecting off the phone's screen, creating a vertical rainbow-like light streak across the upper half of the image. The background shows a blurred view of a city or landscape through the window.

ON DATA PROTECTION

“ Today our iPhones carry not just our conversations and our photos, but our financial information, our health data, and our most intimate conversations. We believe that kind of data is personal data. It is yours and no one else's. We keep it secure, **”** and leave it alone.



ON APPLE'S DECISION TO SHARE TECHNOLOGY ON
ENVIRONMENTALLY SOUND MATERIALS

“ While some people might look at that as a competitive advantage, we are giving the information to our competitors for free. Because when our goal is to leave the Earth better than we found it, we need them to join us as well. ”

TOP Free Apps

iOS



#01 – Acapella from PicPlayPost

By Mixcord Inc.

Category: Music

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPad Pro.



#02 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#03 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#04 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#05 – iTunes U

By Apple

Category: Education

Requires iOS 8.3 or later. Compatible with iPhone, iPad, and iPod touch.



#06 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#07 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#08 – Pandora - Free Music & Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#09 – Pixduel™

By FEO Media

Category: Games

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



#10 – McDonald's

By McDonald's USA

Category: Food & Drink

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#01 – OS X El Capitan

By Apple

Category: Utilities

Compatibility: OS X 10.6.8 or later



#02 – App for Instagram

By Joacim Ståhl

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor



#03 – Xcode

By Apple

Category: Developer Tools

Compatibility: OS X 10.8.4 or later



#04 – Microsoft Remote Desktop

By Microsoft Corporation

Category: Business

Compatibility: OS X 10.7 or later, 64-bit processor



#05 – Kindle

By AMZN Mobile LLC

Category: Reference

Compatibility: OS X 10.8 or later



#06 – GIF Keyboard

By Riffsy, Inc

Category: Utilities

Compatibility: OS X 10.8 or later, 64-bit processor

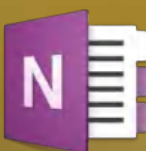


#07 – ooVoo Video Call, Text and Voice

By ooVoo LLC

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor



#08 – Microsoft OneNote

By Microsoft Corporation

Category: Productivity

Compatibility: OS X 10.10 or later



#09 – Full Deck Solitaire

By GRL Games

Category: Games

Compatibility: OS X 10.6.6 or later



#10 – Fotor Photo Editor

By Chengdu Everimaging Science and Technology Co., Ltd

Category: Photography

Compatibility: OS X 10.6 or later, 64-bit processor

TOP Free Apps

Mac OS X

TOP Paid Apps

iOS



#01 – Minecraft: Story Mode

By Telltale Inc

Category: Games / Price: \$4.99

Requires iOS 7.1 or later. Compatible with iPhone, iPad, and iPod touch.



#02 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



#03 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



#04 – Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



#05 – Call of Duty: Black Ops Zombies

By Activision Publishing, Inc.

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



#06 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#07 – Octodad: Dadliest Catch

By Young Horses, Inc.

Category: Games / Price: \$4.99

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.



#08 – Akinator the Genie

By Elokence

Category: Entertainment / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



#09 – Bloons TD 5

By Ninja Kiwi

Category: Games / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



#10 – Lumino City

By State of Play Games

Category: Games / Price: \$4.99

Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.



#01 – GarageBand

By Apple

Category: Music / Price: \$4.99

Compatibility: OS X 10.9 or later



#02 – AntiVirus Sentinel Pro

By Calin Popescu

Category: Utilities / Price: \$9.99

Compatibility: OS X 10.7 or later, 64-bit processor



#03 – Logic Pro X

By Apple

Category: Music / Price: \$199.99

Compatibility: OS X 10.8.4 or later, 64-bit processor



#04 – Duplicate Photos Fixer Pro

By Systweak Software

Category: Photography / Price: \$0.99

Compatibility: OS X 10.7 or later



#05 – Disk Aid

By FIPLAB Ltd

Category: Utilities / Price: \$14.99

Compatibility: OS X 10.7.5 or later, 64-bit processor



#06 – RollerCoaster Tycoon 3 Platinum

By Aspyr Media, Inc.

Category: Games / Price: \$9.99

Compatibility: OS X 10.8.5 or later



#07 – Document Writer

By xiong feng

Category: Business / Price: \$9.99

Compatibility: OS X 10.7 or later



#08 – Disk Doctor

By FIPLAB Ltd

Category: Utilities / Price: \$2.99

Compatibility: OS X 10.7.3 or later, 64-bit processor



#09 – FaceTime

By Apple

Category: Social Networking / Price: \$0.99

Compatibility: OS X 10.6.6 or later



#10 – OS X Server

By Apple

Category: Utilities / Price: \$19.99

Compatibility: OS X 10.10.5 or later

TOP Paid Apps

Mac OS X

iTunes

Review



Trailer

Movies & TV Shows



iTunes Preview



by Pete Docter
Genre: Kids & Family
Released: 2015
Price: \$19.99

★★★★★
1900 Ratings

Rotten Tomatoes



98%

Inside Out

One of Pixar's most popular movies yet; Inside Out follows 11-year-old Riley as she navigates moving house and starting a new school, from the perspective of the five emotions inside her mind; Joy, Fear, Anger, Disgust, and Sadness. This clever movie personifies the five emotions, for a movie that perfectly showcases the turmoil of growing up.

FIVE FACTS:

1. Some of the memory balls shown in Riley's mind show scenes from other Pixar films, including Carl and Ellie's wedding in Up (2009)
2. Amy Poehler, who plays Joy, and Rashida Jones, who plays Disgust, are known for starring together in popular comedy TV show Parks and Recreation.
3. The creators originally wanted to have 27 emotions in the film, but dropped it down to 5 to make it less complicated.
4. Psychologists and other experts were consulted, so the way Riley's mind was portrayed could be more scientifically accurate.
5. The film's development began back in 2009.

See more in
iTunes





Amy Poehler on Pixar's "Inside Out"

The Gift

A couple's fairly happy life slowly unravels as Simon (Jason Bateman) bumps into a mysterious figure from his past. "Gordo", as he's known, slowly weaves his way into the couple's life, but what is his motive?

FIVE FACTS:

1. The Gift is Joel Edgerton's feature movie debut.
2. Edgerton has also starred in *The Great Gatsby* (2013), *The Thing* (2011), and two of the *Star Wars* movies.
3. Jason Bateman is known for starring as Michael Bluth on popular TV show *Arrested Development*.
4. Bateman has also starred in a multitude of feature movies, including *Juno*, *Horrible Bosses*, and *Up in the Air*.
5. The film was shot in 25 days.



iTunes Preview



by Joel Edgerton
Genre: Thriller
Released: 2015
Price: \$14.99

★★★★★
150 Ratings

Rotten Tomatoes



94%



Trailer



THE G



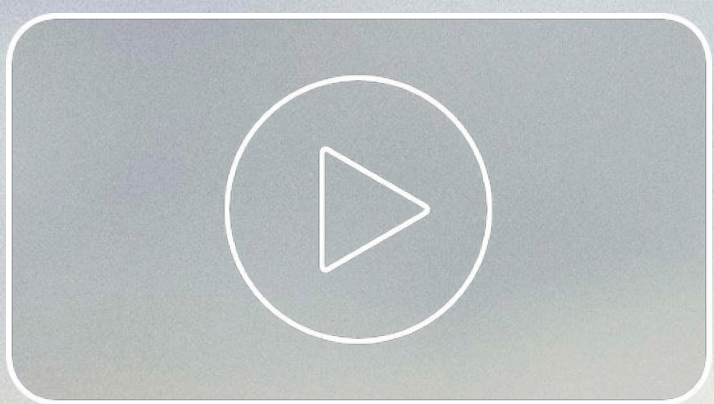
*The Gift: Director Joel Edgerton "Gordo"
Behind the Scenes Movie Interview*

IFT



iTunes

Review



REALiTi

Music



iTunes Preview



Genre: Electronic
Released: Nov 06, 2015
14 Songs
Price: \$9.99

★★★★★
369 Ratings

Art Angels

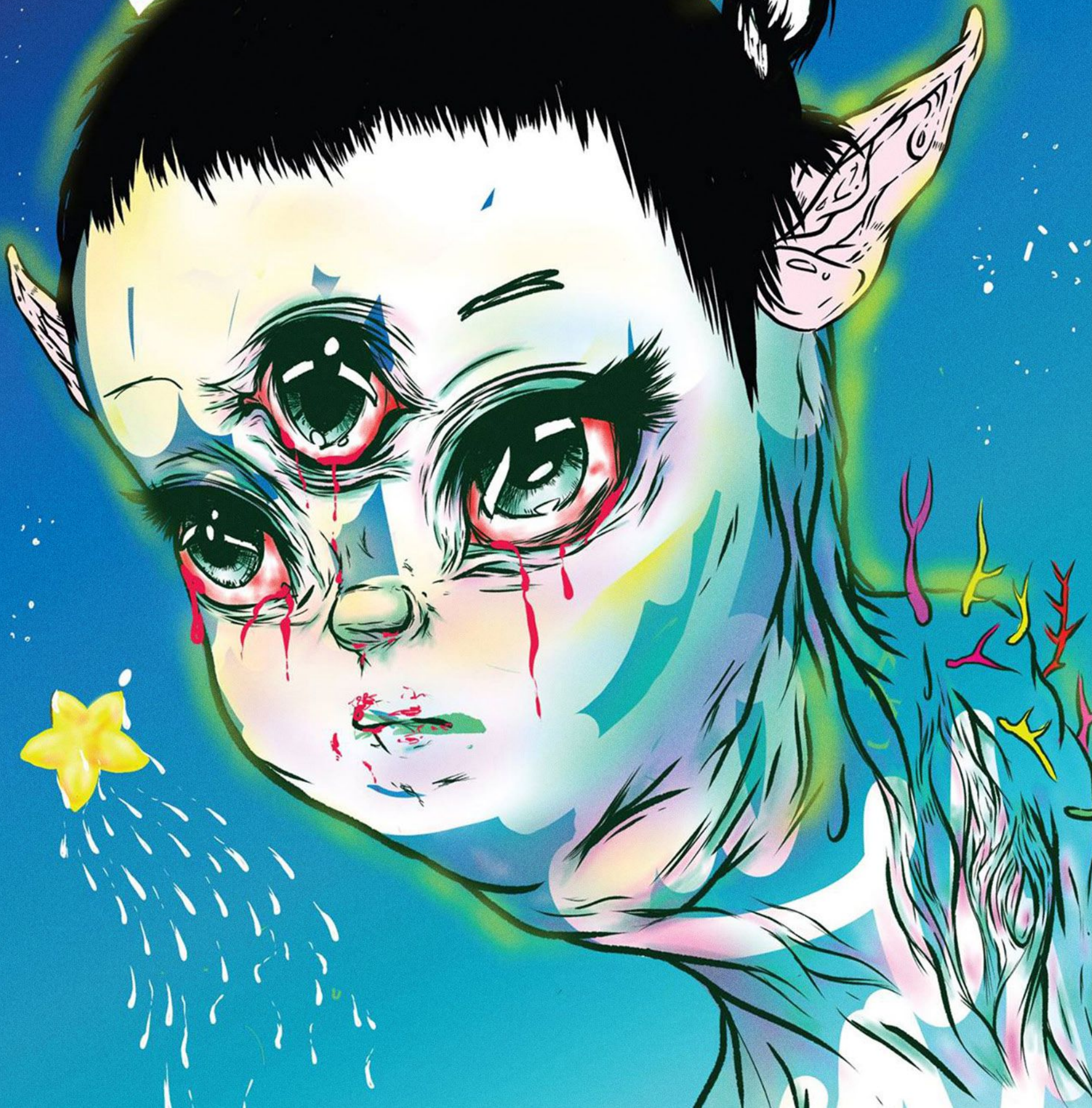
Grimes

Grimes has been on the go since 2010, but after her third album *Visions* became one of the most-loved alternative albums of the year, and after it won a fair share of awards, she quickly shot to fame. *Art Angels* is one of the Grimes' most accessible pieces of work yet, and is one of the most anticipated after the first attempt was scrapped in 2014. *Art Angels* are already being accepted in the mainstream pop world, but is still quirky and unique, and will likely please older fans.

FIVE FACTS:

1. Grimes is signed to both 4AD Records, an independent music label, and Roc Nation, Jay Z's management company. Roc Nation also manages other well known artists such as HAIM, Kanye West, and Rihanna.
2. One of Grimes' singles, *Go*, was allegedly originally written for Rihanna.
3. Grimes has a wide range of music influences, including industrial artists such as Nine Inch Nails and Marilyn Manson, pop stars such as Beyonce and Mariah Carey, and even Aphex Twin.
4. *Visions* was proclaimed album of 2012 by AllMusic, record shops Rough Trade and Resident, and came second on many other lists.
5. *Art Angels* also features popular American recording artists Janelle Monae.

ART ANGELS





Interview with the artist

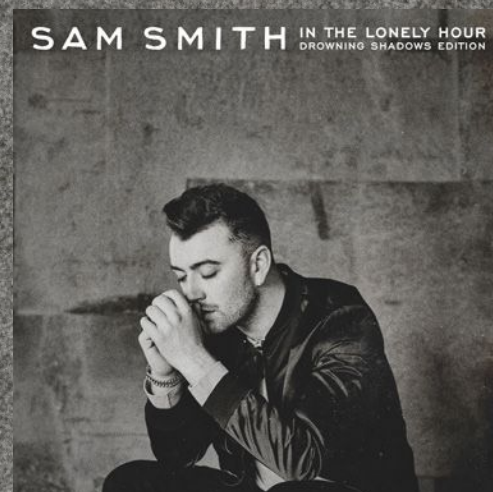
In the Lonely Hour (Drowning Shadows Edition)

Sam Smith

An extended edition of four-time Grammy winner Sam Smith's debut album. Originally released in May 2014, this edition comes with 13 extra tracks.

FIVE FACTS:

1. Smith is the third-cousin of popular British singer Lily Allen, and her actor brother, Alfie.
2. He composed and sang on the theme for the latest James Bond film Spectre, which then became the first James Bond theme song to go to number one in the UK.
3. Smith has collaborated with a wide host of other artists including A\$AP Rocky, popular dance act Disclosure, and John Legend.
4. He cites his main influences as being Adele and Amy Winehouse, and states that he "didn't listen to male vocalists until about two years ago."
5. Smith recently broke two Guinness World Records- one for the first James Bond theme song to go to number one in the UK, and another for the most consecutive weeks in the UK top 10 with a debut album.



iTunes Preview



Genre: Pop
Released: Nov 06, 2015
23 Songs
Price: \$13.99

★★★★★
208 Ratings



Writing's On The Wall

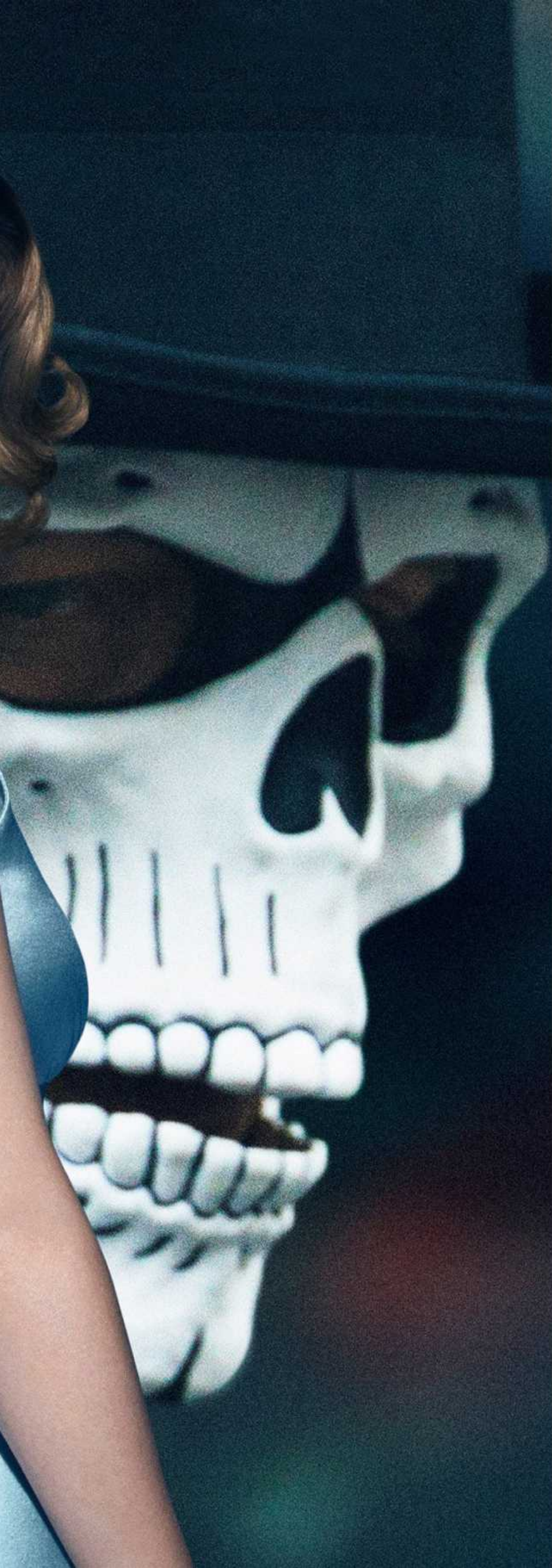






Interview





'SPECTRE' SHOOTS TO \$73 MILLION, MISSES 'SKYFALL'S' MARK

It took the combination of James Bond and Charlie Brown to save the box office after a disastrous few weekends of flops. Both Spectre and The Peanuts Movie reinvigorated moviegoers who turned out in droves to check out the new fare, including buzzy limited-release titles like Spotlight.

Spectre took an easy first-place spot with an estimated \$73 million, according to Rentrak estimates Sunday, to become the second-biggest Bond opening of all time. The 24th film in the 53-year-old series stars Daniel Craig as the dapper spy and cost a reported \$250 million to produce.

Domestically, Spectre failed to live up to the record-breaking standard set by Skyfall, which debuted to \$88.4 million in 2012 and went on to become the first film in the franchise to earn over \$1 billion worldwide.

We never expected it to open to the level of 'Skyfall.' It was a very different scenario. The competition was different, the weekend was different, said Rory Bruer, Sony's president of worldwide distribution. One thing I am certain of is that the Bond franchise is as healthy and strong as ever.

Distributor Sony, who co-produced the film with Eon Productions and MGM, tried to manage expectations going into the weekend, predicting an opening in the \$60 million range.

It's still a great number, said Paul Dergarabedian, Rentrak's senior media analyst. For a franchise that's over 50 years old, it's really an astounding achievement.

Spectre's worldwide take is a different story. The film opened No. 1 in all 71 territories and earned a total of \$117.8 million. It has earned a whopping \$300 million worldwide in less than two weeks and still has yet to open in a few major markets, including China.

Stateside, though, reviews have been mixed, and Spectre, unlike Skyfall, had competition in its first weekend in theaters with another beloved set of characters - Charlie Brown and Snoopy.

The Peanuts Movie provided a family-friendly alternative to James Bond's guns and martinis and took second place with a strong \$45 million. The film cost around \$100 million to make.



Audiences, 70 percent of whom were families, gave *The Peanuts Movie* a strong A CinemaScore, suggesting that word of mouth will be strong for the animated pic.

The cross-generational appeal was no accident for the Fox marketing team, who were looking to appeal to all ages.

Chris Aronson, Fox's president of domestic distribution, attributes the success to getting both parents and kids excited.

We were everywhere, he noted of the campaign. That's what we thought we had to do to get through the noise of Bond to connect with moviegoers from 8 to 80 which I think we really were successful in doing.

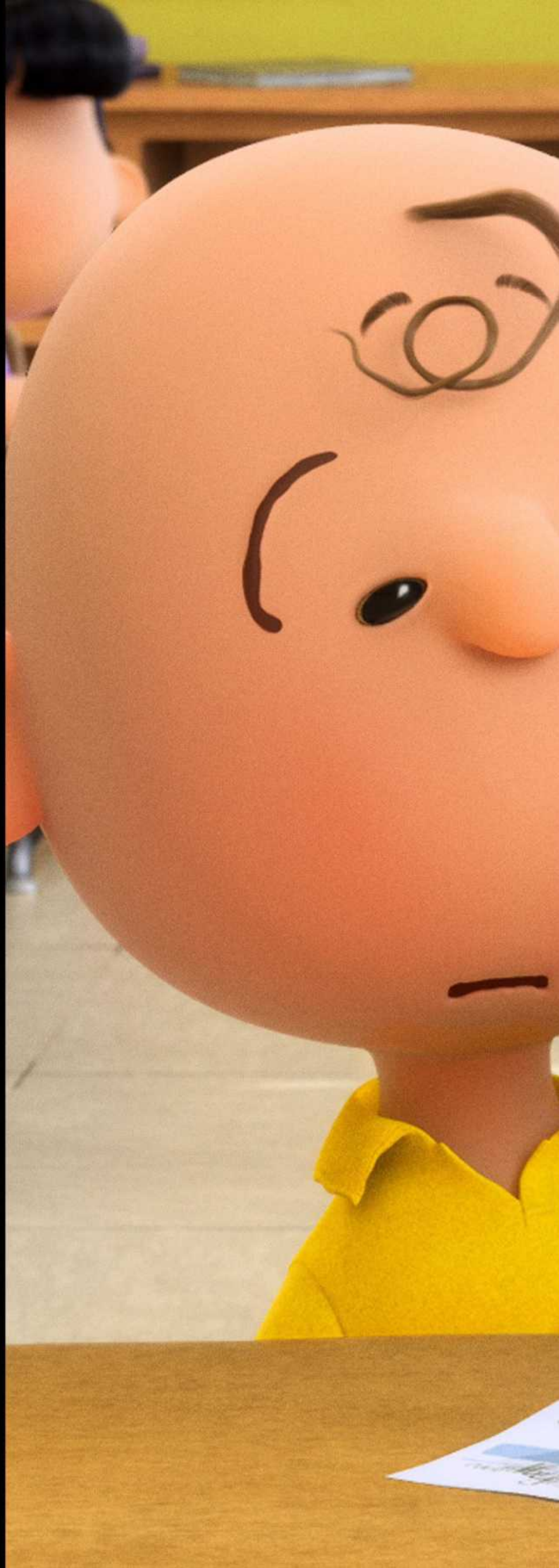
Holdovers *The Martian*, "Goosebumps, and *Bridge of Spies* rounded out the top five, while new opener *Miss You Already*, starring Drew Barrymore and Toni Collette, opened in 384 theaters to only \$572,160.

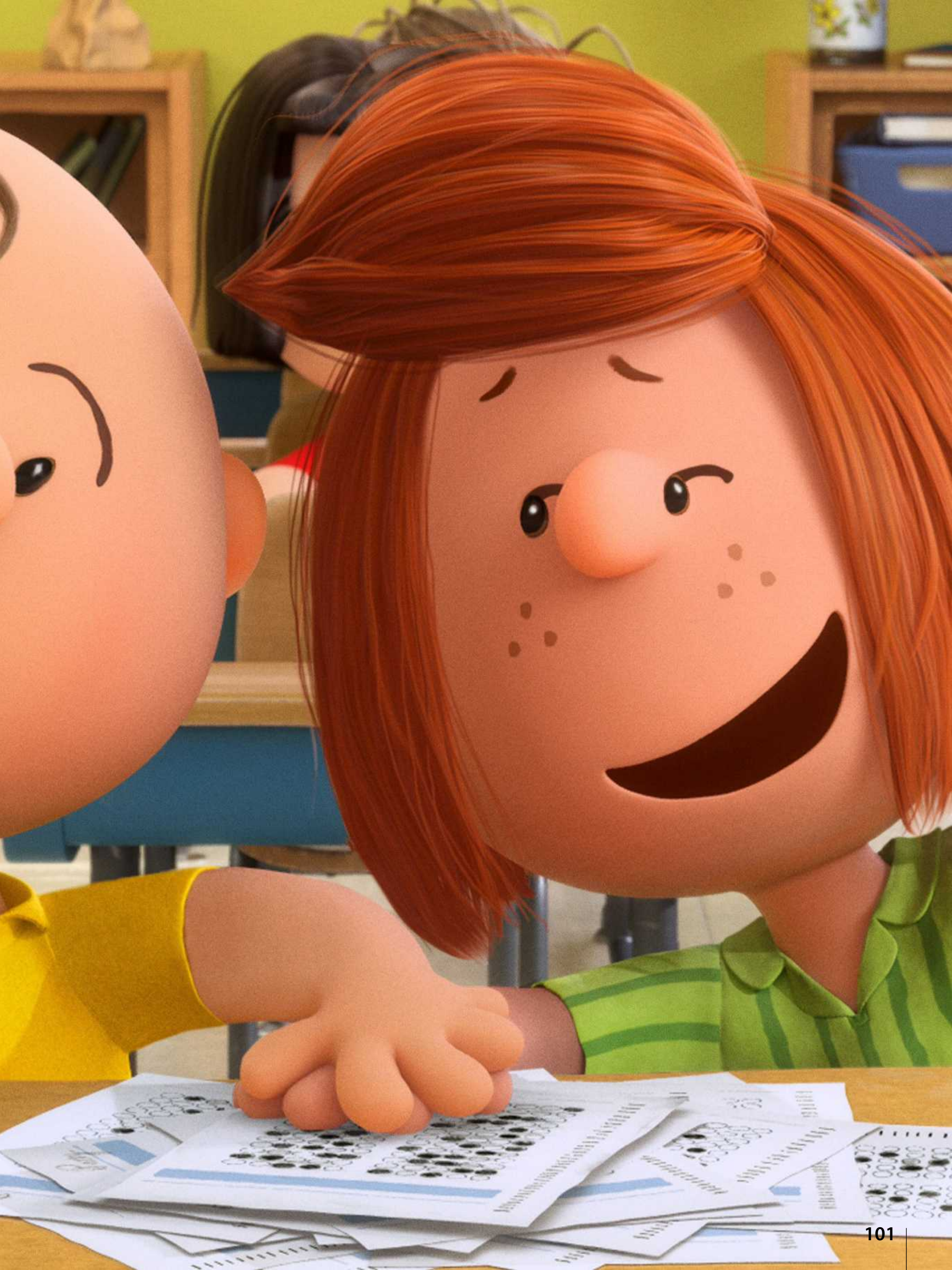
Three possible awards contenders also made their debut in limited release to mixed results - *Spotlight*, "Brooklyn, and *Trumbo*.

Spotlight, director Tom McCarthy's film about the Boston Globe's Pulitzer Prize-winning investigation into the sex abuse scandal in the Catholic Church, was the strongest of the pack, opening to \$302,276 from only five theaters.

Brooklyn, a 1950s-set immigrant story starring Saoirse Ronan, took in a respectable \$181,000 from five theaters this weekend after opening Wednesday. *Trumbo*, starring Bryan Cranston, took in \$77,229 from five theaters.

Overall, things are looking up at the box office. The final installment of *The Hunger Games*





3





franchise opens in two weeks, and Star Wars The Force Awakens bows in just over a month.

We certainly needed this infusion of excitement into a marketplace that has been just lying there doing nothing almost for the past few weeks, Dergarabedian said. This is good news for Hollywood to get things back on track.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Rentrak. Where available, the latest international numbers for Friday through Sunday are also included. Final domestic figures will be released Monday.

1. *Spectre*, \$73 million
(\$117.8 million international).

2. *The Peanuts Movie*, \$45 million
(\$4.6 million international).

3. *The Martian*, \$9.3 million
(\$9.3 million international).

4. *Goosebumps*, \$7 million
(\$3.8 million international).

5. *Bridge of Spies*, \$6.1 million
(\$3.1 million international).

6. *Hotel Transylvania 2*, \$3.6 million
(\$15 million international).

7. *Burnt*, \$3 million
(\$3.6 million international).

8. *The Last Witch Hunter*, \$2.7 million
(\$10.7 million international).

9. *The Intern*, \$1.8 million
(\$2.8 million international).

10. *Paranormal Activity The Ghost
Dimension*, \$1.7 million
(\$6.9 million international).





6



7





Estimated ticket sales for Friday through Sunday at international theaters (excluding the U.S. and Canada), according to Rentrak:

1. *Spectre*, \$117.8 million.

2. *Maze Runner The Scorch Trials*, \$21.3 million.

3. *Ex-Files 2 The Backup Strikes Back*, \$17 million.

4. *Hotel Transylvania 2*, \$15 million.

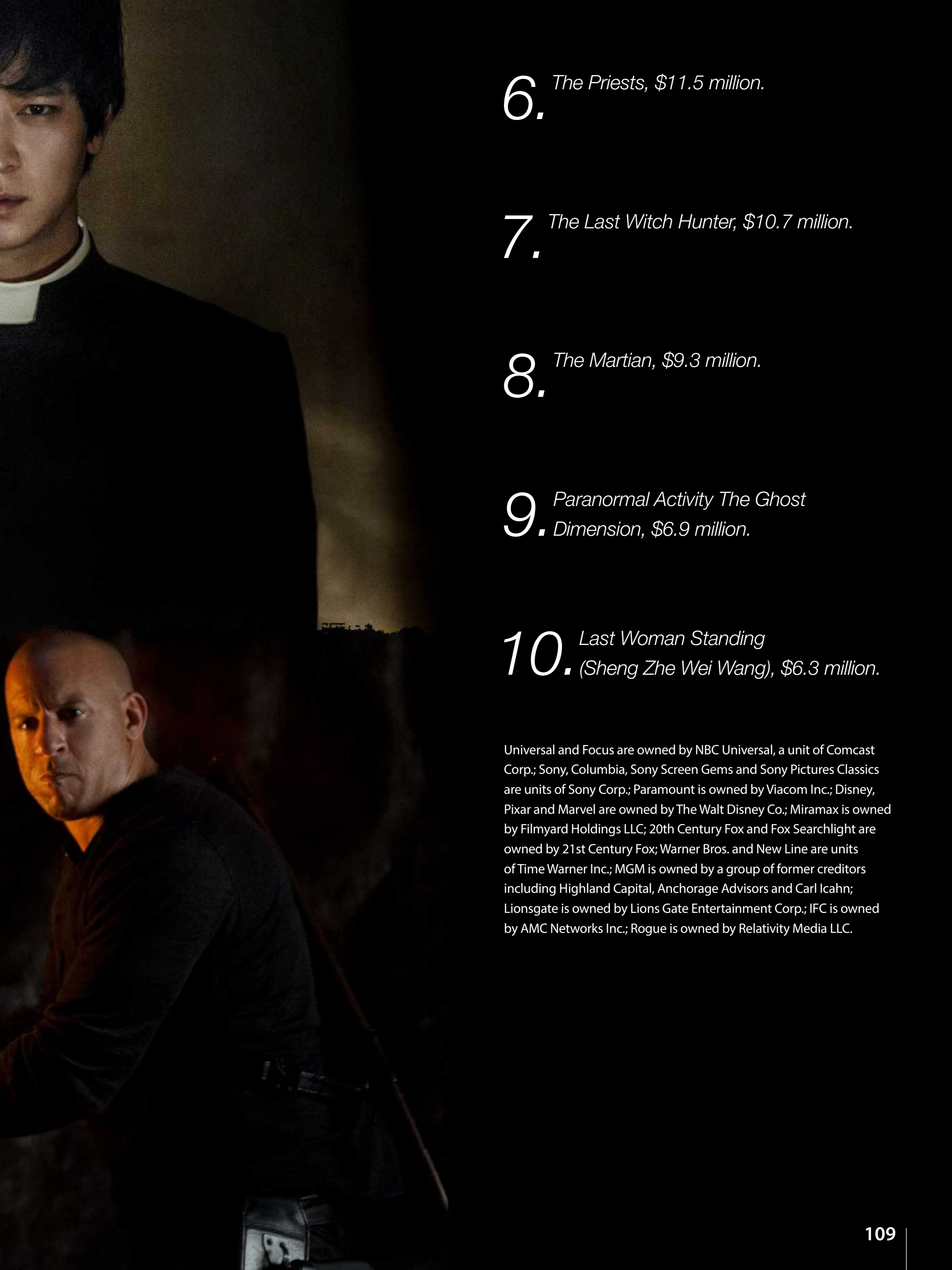
5. *Everest*, \$13.1 million.

6



7





6. *The Priests*, \$11.5 million.

7. *The Last Witch Hunter*, \$10.7 million.

8. *The Martian*, \$9.3 million.

9. *Paranormal Activity The Ghost Dimension*, \$6.9 million.

10. *Last Woman Standing*
(Sheng Zhe Wei Wang), \$6.3 million.

Universal and Focus are owned by NBC Universal, a unit of Comcast Corp.; Sony, Columbia, Sony Screen Gems and Sony Pictures Classics are units of Sony Corp.; Paramount is owned by Viacom Inc.; Disney, Pixar and Marvel are owned by The Walt Disney Co.; Miramax is owned by Filmyard Holdings LLC; 20th Century Fox and Fox Searchlight are owned by 21st Century Fox; Warner Bros. and New Line are units of Time Warner Inc.; MGM is owned by a group of former creditors including Highland Capital, Anchorage Advisors and Carl Icahn; Lionsgate is owned by Lions Gate Entertainment Corp.; IFC is owned by AMC Networks Inc.; Rogue is owned by Relativity Media LLC.



GIFT GUIDE: GADGETS THAT MAKE YOUR WRIST SMARTER



If you're looking for a device to track your fitness, alert you to incoming messages and occasionally let you buy stuff with a scan or a tap, there's no shortage of computerized wristwatches to choose from.

Over the past several months, I've tested numerous smartwatches for iPhones and Android devices, along with fitness trackers that have some smarts. I've even worn six watches at once during three marathons over the past month, courting both ridicule and some lousy times. (I'm blaming the extra weight.)

Smartwatches and fitness trackers are relatively early devices with a lot of growing up still to do. Temper your expectations, and you might be pleasantly surprised. Just don't go in expecting magic, because that's a recipe for disappointment.



Your options will vary depending on whether you use an iPhone or Android, as most of these watches require a companion phone for their smarts. There are also big differences between all-in-one smartwatches and simpler gadgets that primarily track fitness.

SMARTWATCHES FOR ANDROID:

- Samsung's Gear S2 (starts at \$300)

Samsung smartwatches have improved tremendously. Instead of swiping through screen after screen, you now rotate the watch's circular outer ring to select apps or view notifications. The watch faces can display information ranging from stock quotes and headlines to sports scores. I tracked some Mets games that way, though the watch doesn't guarantee a win.

The main shortcoming: limited apps. The Gear S2 works with Android phones but doesn't run Android apps, putting it in a kind of limbo. A few apps from big-name partners like Yelp, The Wall Street Journal and Nokia's Here (for maps) are available, and Uber is coming soon. But most apps I looked for weren't there.

As for exercise, the watch mostly tracks footsteps and heart rate. Its mileage calculation is way off unless you're also carrying a phone with GPS. Alternatively, you could consider the Gear model with both GPS and 3G data for about \$50 more, plus an additional \$5 or \$10 a month for the data plan.

The Gear S2 works with most Android phones, though some features specifically require a Samsung phone.

- Android Wear (starts at \$129)

Several companies make smartwatches that run Google's Android Wear software. I tried the cheapest, Asus's ZenWatch 2, as a starting point. You can pay more for better bands, features such as built-in GPS or sheer luxury - right up to \$1,500 for a model Tag Heuer developed with Intel and Google.

Android Wear has also gotten better. One swipe gets you apps, with recently used ones on top. Swipe again for contacts and again for common tasks. The screen can stay on without draining the battery, something rare in a smartwatch. App selection has also improved; many apps available for the Apple Watch now have Android Wear versions.

Sony's GPS-enabled SmartWatch 3 worked well for me while running, but other non-GPS devices, including the ZenWatch, were more frustrating. The main health app, Google Fit, doesn't let you start or stop workouts manually, with or without GPS. It relies on automatic detection and accused me of walking parts of my marathons, even though I didn't (really!). Several apps offer manual controls, but require built-in GPS or a phone, which can be a pain to carry on a run.

You need an Android phone for full functionality. Android Wear works with the iPhone, but it's handicapped. You don't get turn-by-turn navigation on the watch, for instance, as I learned the hard way driving to Toronto with a Moto 360.









SMARTWATCHES FOR IPHONES:

- Apple Watch (starts at \$349)

Android Wear will work, but Apple Watch is the one you need for full functionality. Apple put a lot of thought into it, with the inclusion of a lefties mode and a passcode in case you leave it on a bathroom sink somewhere.

Apple Watch stands out in fitness. Although the watch doesn't have GPS, it learns your walking and running patterns when you have the phone with you, so it's more accurate than other non-GPS watches when you leave the phone at home.

Apple's smartwatch doesn't just count steps. Instead, it challenges - or nags - you to exercise at least 30 minutes a day and to take 12 walk breaks throughout the day. For a perfect score, you also need to burn a certain number of calories - determined by your age, sex, weight and fitness level. With rival devices, I meet my default goals easily. With Apple Watch, even an eight-mile morning run isn't enough. Bring on the challenge!

Apple Watch lacks advanced features found in sport-specific devices. I rely on a Garmin running watch during workouts, but Apple Watch nudges me the rest of the day.

Battery life isn't as good as Samsung and many Android Wear devices, though I made it through the recent marathons with plenty to spare by turning off the heart-rate monitor.





FITNESS FOCUSED, FOR iPhone, ANDROID OR WINDOWS:

- Microsoft Band 2 and Fitbit Surge (\$250 each)

These are among the few fitness trackers with built-in GPS and heart-rate monitors. Don't confuse the Surge with cheaper Fitbit models, which mostly track footsteps. The Surge and the Band are limited smartwatches that can, for instance, notify you of new texts or calls. The Band also offers news headlines and a few apps from the likes of Starbucks and Facebook.

But the Band's battery life doesn't cut it for heavy exercise. I outlasted the Band for all three 26.2-mile races. Even turning off the screen didn't keep it from dying before the finish, in one case just a third of a mile short. By contrast, the Surge lasted each race with plenty of charge to spare. Under normal use, the Surge lasts up to a week.

Both are solid fitness companions - at least for shorter workouts, in the case of the Band.

But neither is a replacement for a sport-specific device.

AFTER POKING FACEBOOK, LIFE AIN'T EASY FOR A SITE NAMED TSU

Suppose every time you posted on Facebook, the social network tallied up the ad revenue it earned against your update and passed a percentage back to you. Of course, Facebook does nothing of the sort - but its much smaller rival **Tsu.co** does.

Though now Tsu (pronounced "Sue") appears to be paying a different sort of price. In late September, Facebook started deleting millions of posts that included links to Tsu - more than 9.5 million of them, the smaller company claims. Facebook also blocks new posts that merely contain the text "tsu.co" but no links, warns users that links to Tsu are "unsafe" and fails to deliver Instagram posts and texts via Facebook Messenger that mention Tsu's Internet address or link to the site.



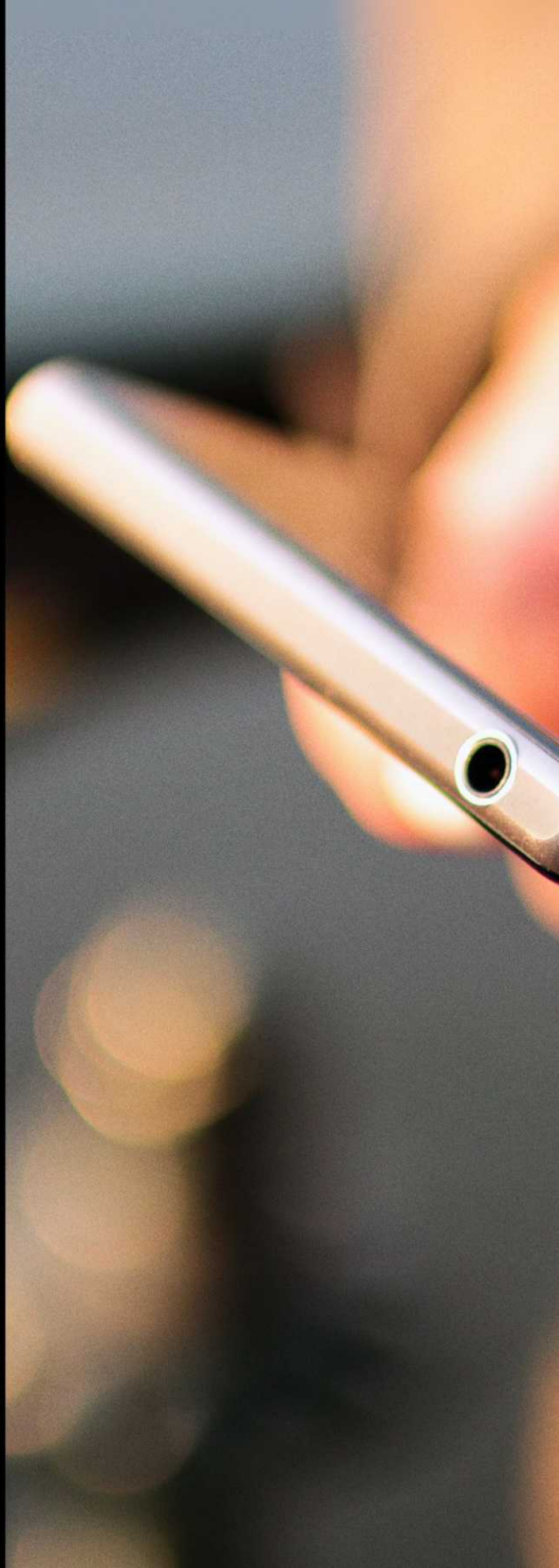


Facebook defends its Tsu ban as a way to prevent its service from turning into a hangout for scam artists and opportunists hoping to make a quick buck. Tsu says Facebook just doesn't want its users to realize that their photos, videos and personal observations might actually be worth something.

Facebook, which has an understandable interest in protecting its 1.5 billion users from an onslaught of digital rubbish, is one of the Internet's largest gatekeepers. That gives it extraordinary sway in determining who can reach its vast membership - not to mention what those members can discuss using its apps and services.

That can be a big issue when the subject involves a challenge to a company's core business - in this case, selling advertising against the material Facebook users contribute for free. Facebook has earned \$2.1 billion on revenue of \$12 billion during the first nine months of this year alone. The company now has a market value of about \$300 billion, and no particular interest in generating traffic for a potential competitor.

There's a long history of similar disputes among technology companies, who almost always claim to be acting in the interests of their users. Amazon, for instance, recently yanked Google and Apple streaming-TV devices from its virtual shelves, clearing the way for its own such gadgets. In just the past few days, several banks have blocked outside financial-planning apps from connecting to their systems, citing security concerns.





Tsu, which launched just over a year ago, has grown quickly; CEO Sebastian Sobczak says it has 4 million members. It has raised about \$11 million in venture capital.

Facebook's Tsu purge came without warning and affected a swath of users that included rap artist 50 Cent, who shared a link to a video on Tsu with more than 38 million Facebook fans. The team that handles 50 Cent's social media accounts didn't respond to requests for comment.

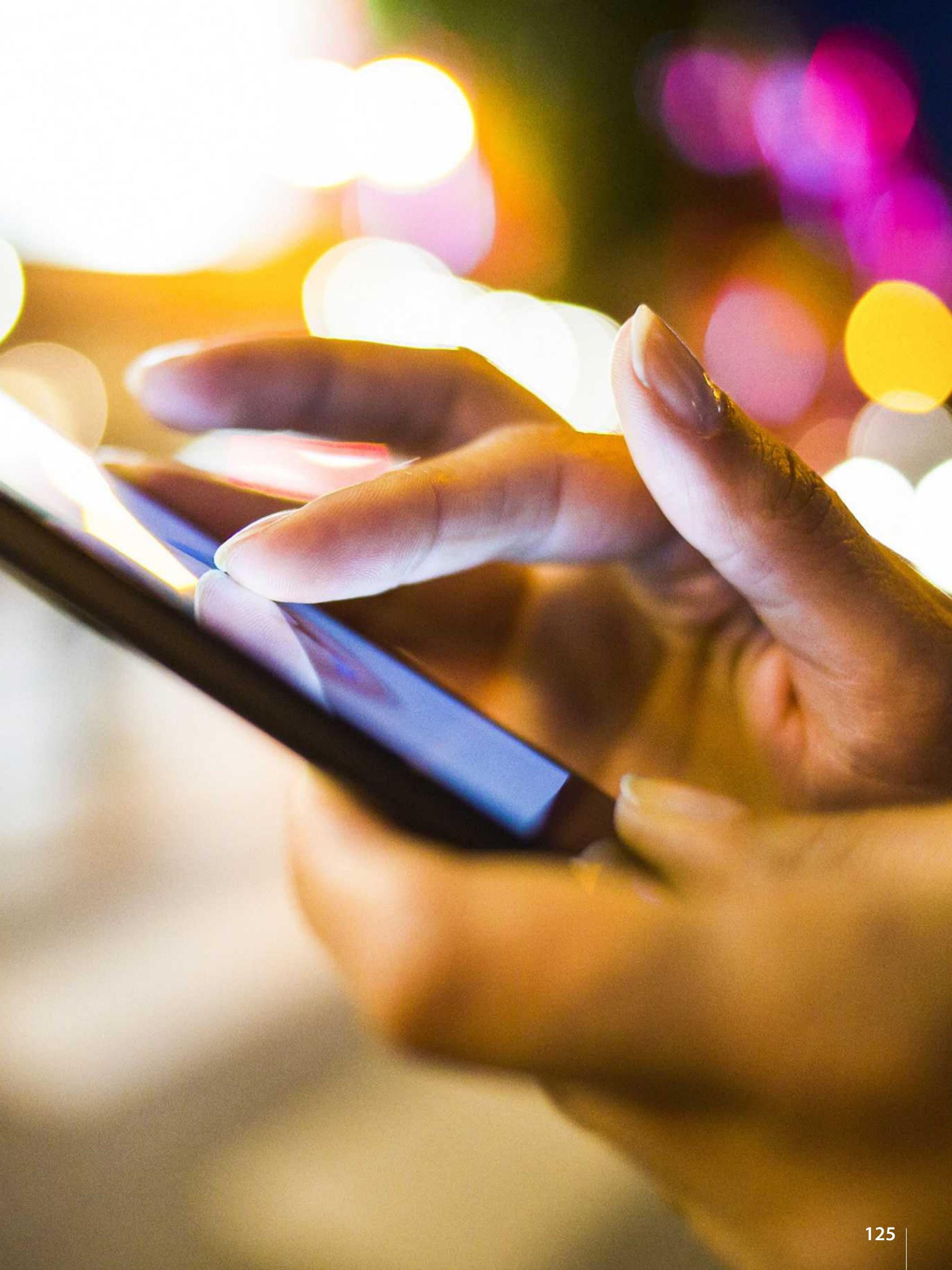
Facebook says that Tsu pays its users to post links on other sites, an incentive that breaks its rules for connecting with its social network. In a statement, Facebook said it doesn't let outside publishers pay users to post links on its network "because it encourages spammy sharing." The Menlo Park, California, company declined to elaborate.

Sobczak denies that his service is paying people to post links on Facebook. Tsu users are paid based on how much advertising it sells alongside their posts. That revenue-sharing setup is similar to financial models used by major digital services such as Google's YouTube; Facebook users widely share YouTube links with one another.

"It feels like we are being singled out and they are trying to stop a competitor with a more efficient business model," Sobczak says. "What are they afraid of?" Sobczak, a former venture capitalist, says Facebook hasn't responded to his inquiries.

Claudia Everest, a frustrated Facebook user who embraced Tsu to find buyers for her \$30 drawings of dogs, says Facebook is trying to deflect attention from Tsu's revenue-sharing concept.





"I don't think they are afraid of Tsu as much as they are of anything that lets people know their content has value," says Everest, who lives in Stoke on Trent in England. "That picture you posted of your dinner last night may not seem like it has value, but it does to the advertisers."

Facebook does, however, frequently rejigger its algorithms in ways that sometimes limit how many people see any given post. Such changes have alienated some longtime users such as Kevin Hinkle of Lake Mary, Florida. Hinkle had built a Facebook following of nearly 5,000 people, but felt as if his posts weren't reaching as many people over time.

For Hinkle, the reduced exposure meant fewer people to advise in his self-described role as a "joyologist." He's been pleased with the response on Tsu since he set up an account late last year. Hinkle says he has made about \$4,100 on Tsu while averaging 10 to 20 posts per day.

"Now it looks like it could become a Facebook competitor," Hinkle says. "I think Facebook sees where things could be heading and knows it wouldn't be good for them at all."



SCIENCE



GLOBAL
TEMPS
AVERAGE
COULD BE
1.8 DEGREES
FAHRENHEIT
HIGHER





Figure 1: Global average life expectancy at birth, 1950-2010. The chart shows a steady increase from approximately 47 years in 1950 to 72 years in 2010.

...the world's population is growing rapidly. In 1950, the world's population was about 2.5 billion. By 2010, it had grown to over 6 billion. This rapid growth is a major challenge for the world, as it puts a strain on resources and the environment.

Worldwide growth

Worldwide growth is a major challenge for the world. The world's population is growing rapidly, and this is putting a strain on resources and the environment. The world's population is growing at a rate of about 1.2% per year. This means that the world's population will reach 9 billion by 2050.

Other growths

Other growths are also a major challenge for the world. The world's population is growing rapidly, and this is putting a strain on resources and the environment. The world's population is growing at a rate of about 1.2% per year. This means that the world's population will reach 9 billion by 2050.

This year is on track to be a record 1 degree Celsius (1.8 degrees Fahrenheit) hotter than the 19th-century average, hitting a symbolic milestone in the temperature rise that scientists blame mostly on human activities, Britain's weather service said Monday.

To measure global warming, scientists compare today's temperature level with that of the latter part of the 19th century, when record keeping began and before humans started burning fossil fuels on a large scale, releasing heat-trapping carbon dioxide into the air.

A rise of 1 degree C is important because it's halfway to the 2 degrees C (3.6 degrees F) that governments have set as a limit to avoid dangerous levels of warming.

The British Met Office said global temperatures in January-September were 1.02 C above the 1850-1900 average, adding that the remainder of the year is expected to remain hot because of the El Nino weather phenomenon.

"We've had similar natural events in the past, yet this is the first time we're set to reach the 1 degree C marker and it's clear that it is human influence driving our modern climate into uncharted territory," said Stephen Belcher, director of the Met Office Hadley Centre for climate science.

Met Office officials noted it doesn't mean every year from now will be at least 1 degree warmer, as natural variability will still play a role.

The World Meteorological Organization, the U.N. weather agency, is expected to release its assessment of this year's temperatures later this month, combining the Met Office numbers with



data from NASA and the National Oceanic and Atmospheric Administration in the U.S.

On Monday, WMO reported that levels of carbon dioxide and methane, the two most important greenhouse gases, reached record highs last year, continuing the warming effect on the world's climate.

Carbon dioxide (CO₂) levels rose to nearly 398 parts per million, from 396 ppm in 2013, WMO said.

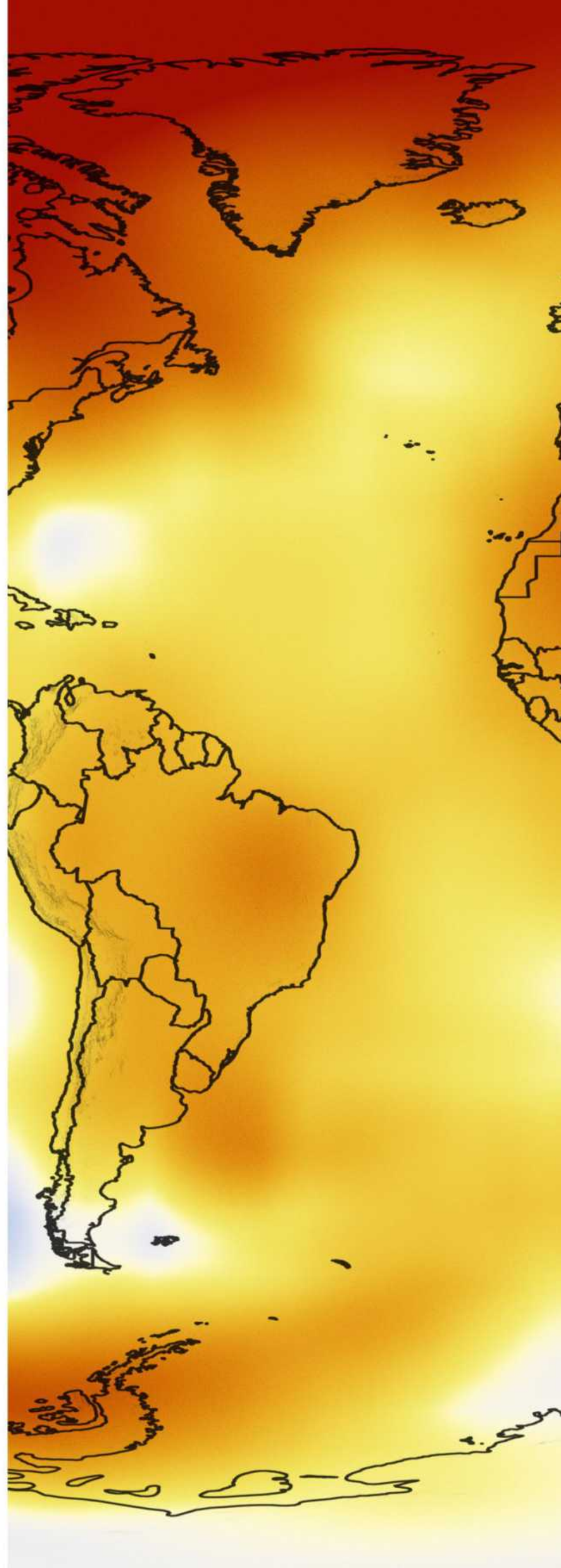
The CO₂ level fluctuates throughout the year and the monthly average crossed the symbolic 400 ppm threshold in March 2015. The WMO said the annual average "is likely to pass 400 ppm in 2016."

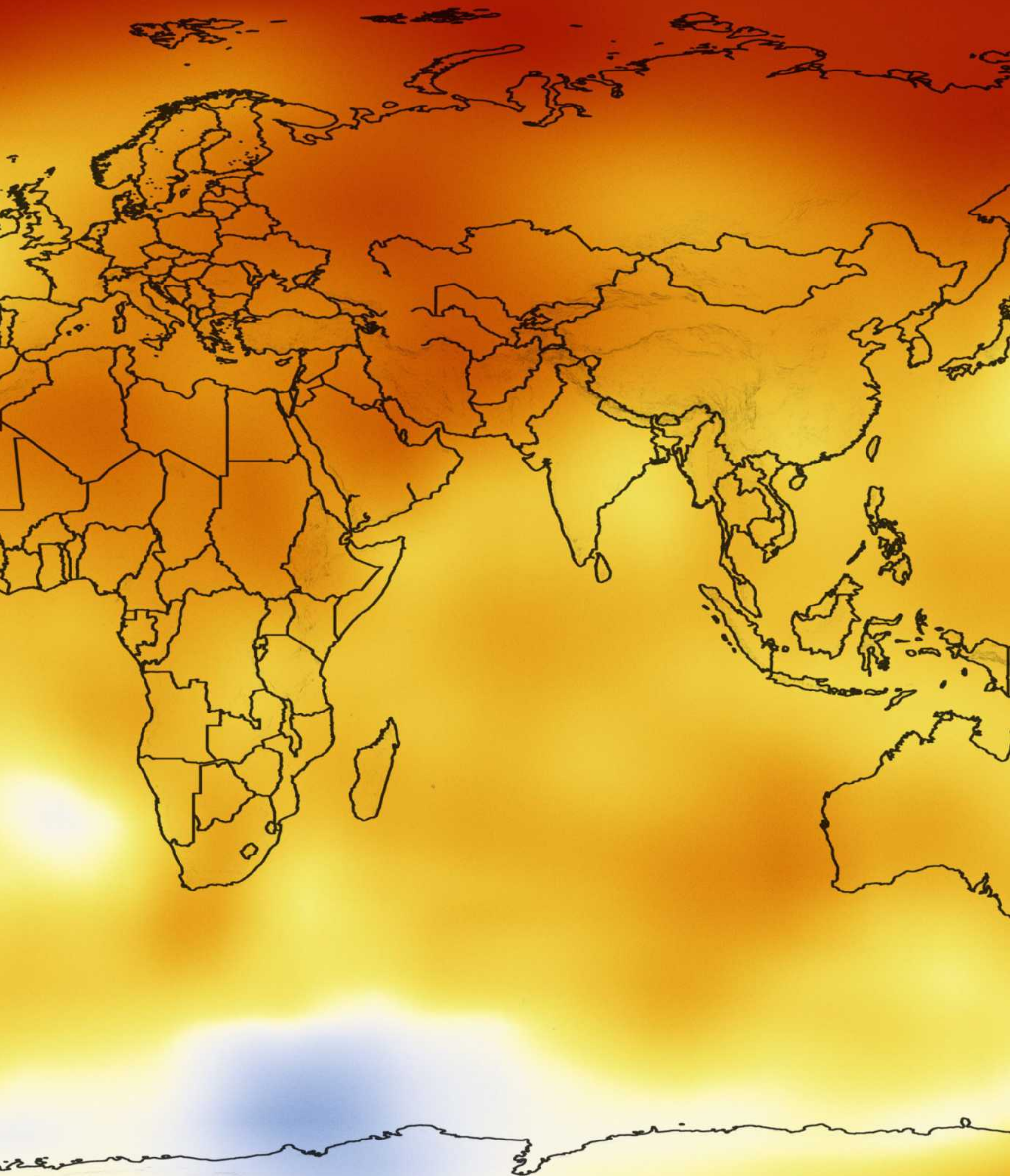
Pushed by the burning of coal, oil and gas for energy, global CO₂ levels are now 143 percent higher than before the industrial revolution. Scientists say that's the main driver of global warming.

WMO said methane levels reached a new high of about 1,833 parts per billion in 2014. About 40 percent of methane emissions come from natural sources and about 60 percent from human activities like cattle breeding, rice agriculture and the extraction of fossil fuels.

"Every year we report a new record in greenhouse gas concentrations," WMO Secretary-General Michel Jarraud said. "We have to act now to slash greenhouse gas emissions if we are to have a chance to keep the increase in temperatures to manageable levels."

World governments are meeting in Paris at the end of this month to craft a new U.N. pact to rein in greenhouse gas emissions. More than



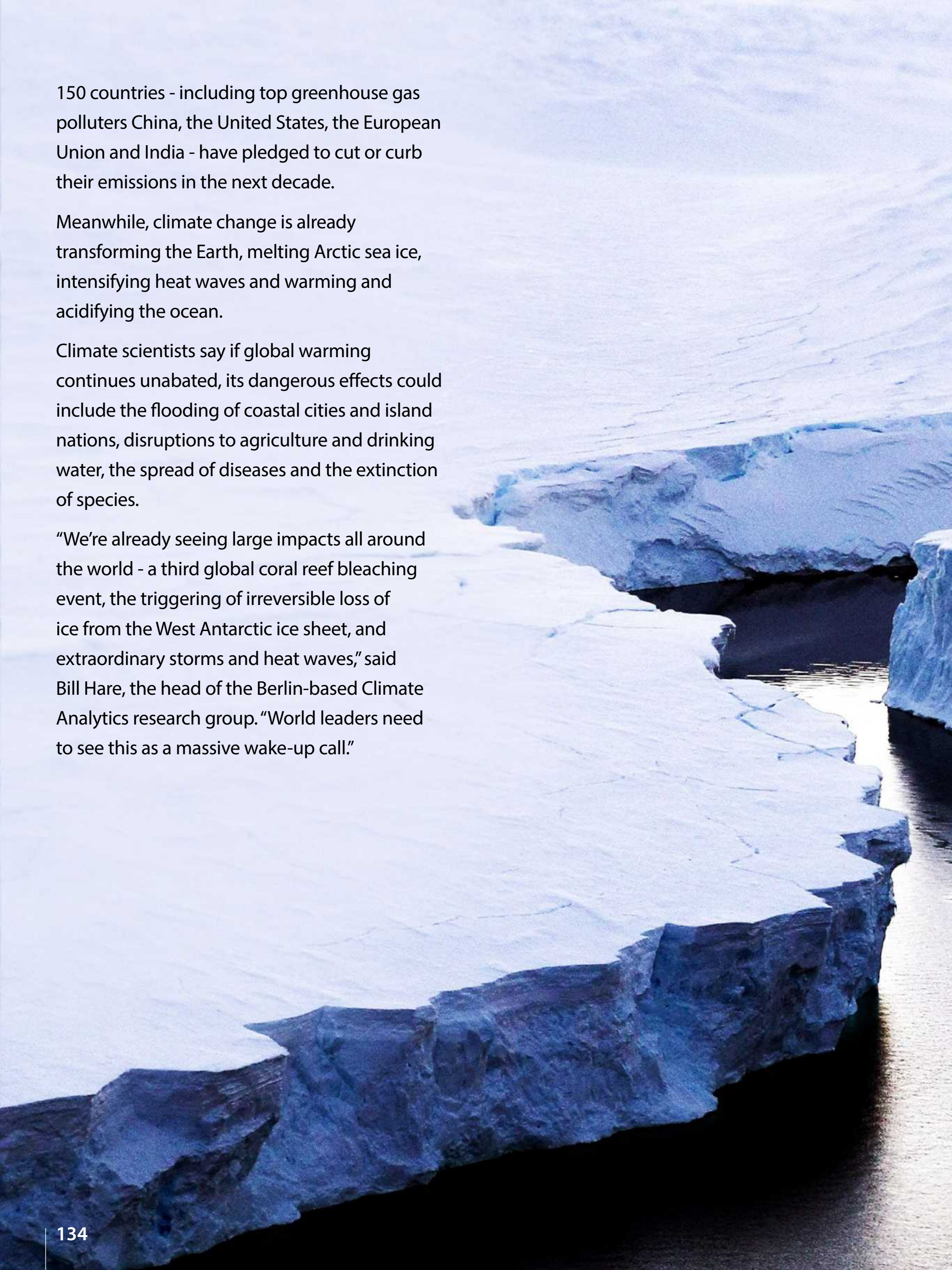


150 countries - including top greenhouse gas polluters China, the United States, the European Union and India - have pledged to cut or curb their emissions in the next decade.


Meanwhile, climate change is already transforming the Earth, melting Arctic sea ice, intensifying heat waves and warming and acidifying the ocean.

Climate scientists say if global warming continues unabated, its dangerous effects could include the flooding of coastal cities and island nations, disruptions to agriculture and drinking water, the spread of diseases and the extinction of species.

"We're already seeing large impacts all around the world - a third global coral reef bleaching event, the triggering of irreversible loss of ice from the West Antarctic ice sheet, and extraordinary storms and heat waves," said Bill Hare, the head of the Berlin-based Climate Analytics research group. "World leaders need to see this as a massive wake-up call."







No Bro

LAST
LATE

ane
own

MINUTE
NIGHT



TOP

**10
SONGS**

HELLO

ADELE

TENNESSEE WHISKEY

CHRIS STAPLETON

SORRY

JUSTIN BIEBER

HOTLINE BLING

DRAKE

DRINK YOU AWAY

JUSTIN TIMBERLAKE

LAST MINUTE LATE NIGHT

KANE BROWN

GIRL CRUSH

LITTLE BIG TOWN

I'LL SHOW YOU

JUSTIN BIEBER

DIE A HAPPY MAN

THOMAS RHETT

**LIKE I'M GONNA LOSE YOU
(FEAT. JOHN LEGEND)**

MEGHAN TRAINOR



TOP 10 ALBUMS

TRAVELLER

CHRIS STAPLETON

MR. MISUNDERSTOOD

ERIC CHURCH

STORYTELLER

CARRIE UNDERWOOD

25

ADELE

PURPOSE (DELUXE)

JUSTIN BIEBER

BETWEEN THE PINES (ACOUSTIC MIXTAPE)

SAM HUNT

WE LOVE DISNEY (DELUXE)

VARIOUS ARTISTS

PAIN KILLER

LITTLE BIG TOWN

MONTEVALLO

SAM HUNT

MADE IN THE A.M. (DELUXE EDITION)

ONE DIRECTION



TOP 10

MUSIC VIDEOS

HELLO

ADELE

FOCUS

ARIANA GRANDE

HOTLINE BLING

DRAKE

GIRL CRUSH

LITTLE BIG TOWN

WATCH ME (WHIP / NAE NAE)

SILENTÓ

WILDEST DREAMS

TAYLOR SWIFT

PERFECT

ONE DIRECTION

GIRL CRUSH (DELUXE VERSION)

LITTLE BIG TOWN

STRIP IT DOWN

LUKE BRYAN

USED TO LOVE YOU

GWEN STEFANI





TOP 10 TV SHOWS

HERE'S NOT HERE

THE WALKING DEAD, SEASON 6

THE DARKNESS AND THE LIGHT

THE FLASH, SEASON 2

STRONGER TOGETHER

SUPERGIRL, SEASON 1

AMONG US HIDE...

MARVEL'S AGENTS OF S.H.I.E.L.D., SEASON 3

BEWARE OF YOUNG GIRLS

SCREAM QUEENS, SEASON 1

BRIAN FINCH'S BLACK OP

LIMITLESS, SEASON 1

PLAYTIME'S OVER

VANDERPUMP RULES, SEASON 4

SENT ON TOUR

BLINDSPOT, SEASON 1

PAYBACK

THE GOOD WIFE, SEASON 7

FEAR AND TREMBLING

FARGO, SEASON 2



A close-up, high-angle shot of a woman's face, showing her eyes, nose, and lips. She has dark hair and is looking slightly to the side. The image is partially obscured by a diagonal beige band that runs from the top left towards the bottom right, creating a split background effect.

TOP 10 BOOKS

TROUBLEMAKER

LEAH REMINI & REBECCA PALEY

THE CROSSING

MICHAEL CONNELLY

ROGUE LAWYER

JOHN GRISHAM

STRONG LOOKS BETTER NAKED

KHLOÉ KARDASHIAN

THIRTY-FIVE AND A HALF CONSPIRACIES

DENISE GROVER SWANK

STARS OF FORTUNE

NORA ROBERTS

OLD SCHOOL

JEFF KINNEY

SEE ME

NICHOLAS SPARKS

THE BAZAAR OF BAD DREAMS

STEPHEN KING

PROMISE TO KEEP

JESSICA WOOD

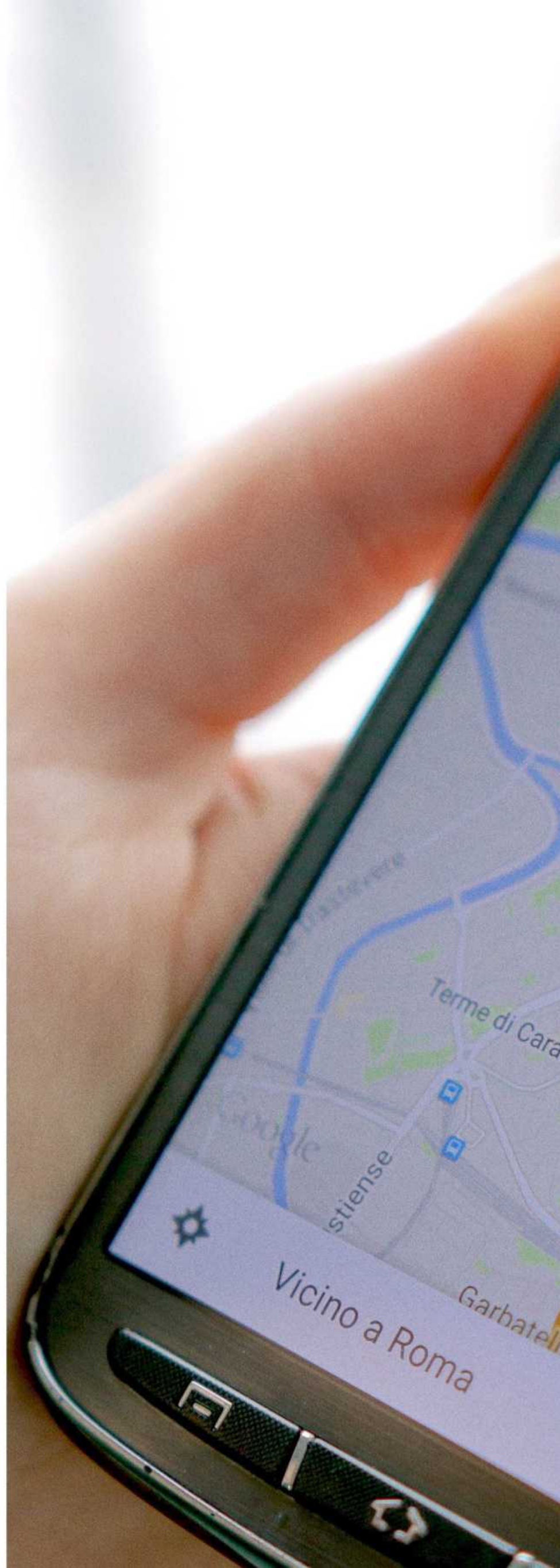
GOOGLE MAPS OFFERS OFFLINE OPTION WHEN INTERNET IS SPOTTY

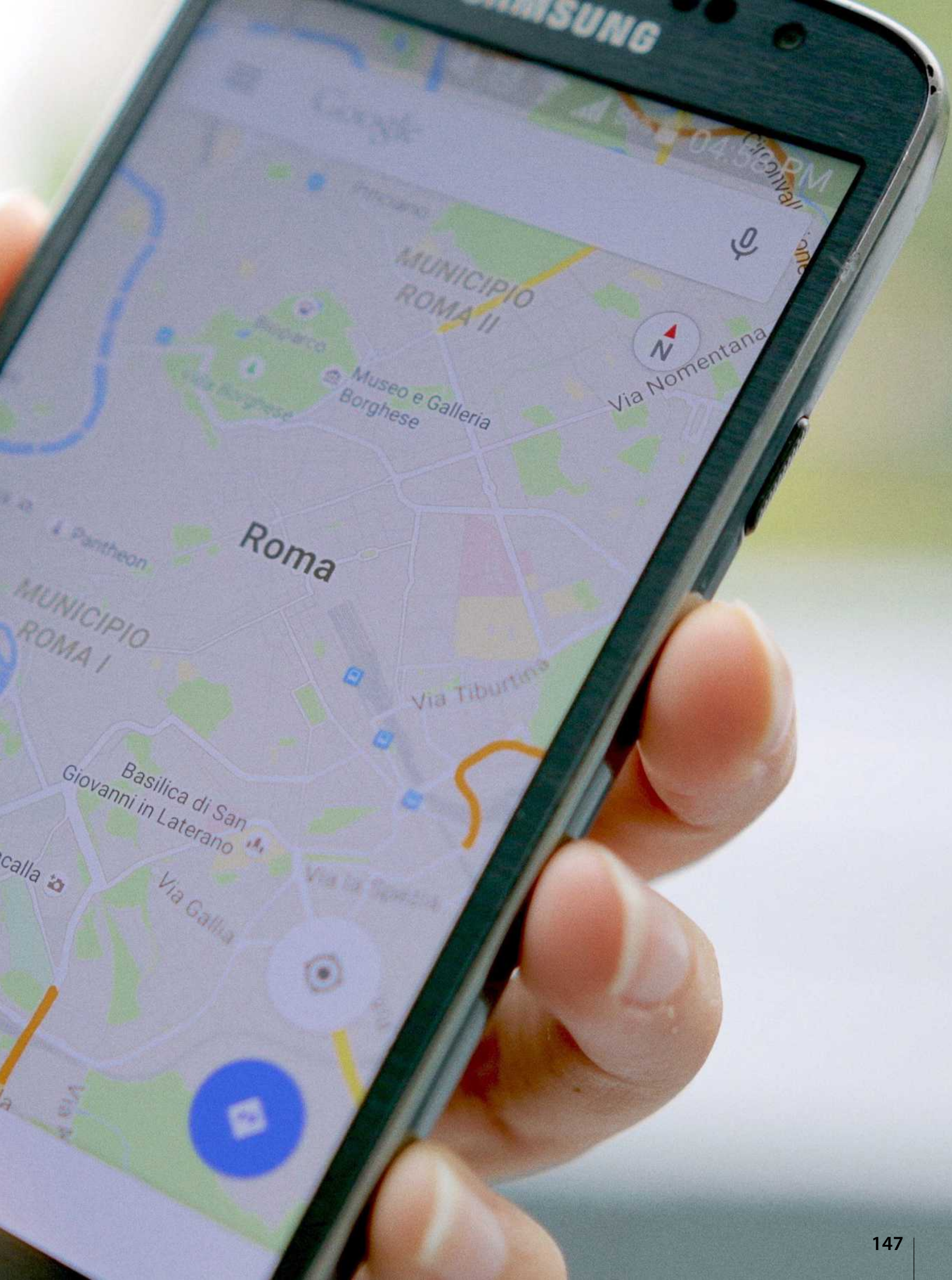
Google Maps is getting disconnected.

With an update for Android phones Tuesday, you'll be able to search nearby businesses and get driving directions, including turn-by-turn voice prompts, even if your Internet connection is spotty or non-existent. Google says a version for iPhones will come soon.

The feature is ideal if you're trying to leave an underground parking garage or a remote national park. It's also great if you're travelling abroad and want to conserve on expensive data plans. Google is also targeting users in emerging markets, where cellular speeds are slower and prices are higher relative to typical incomes.

Mapping apps included with Windows phones have long had this feature, but Windows has a tiny market share compared with iPhones and Android. Offline mapping is also available with some third-party apps, including Nokia's Here.





Google Maps has had a limited offline feature. It lets you save a small region ahead of time, but it's the equivalent of displaying a paper map in a phone app. You can't use it for navigation and other tasks we've come to expect in digital maps.

With the new version, you'll be able to do most of what you can do now.

You'll need to download databases ahead of time, preferably when you have a Wi-Fi connection. To do so, start by searching for a location, such as a city. Then pinch in or out to select what area you want to download. Larger areas will give you more flexibility for navigation, but they also take up more storage. As you change your selection, you're told how large the file is and how much storage on the phone you have left.

Once you download an area, Google will periodically refresh the data with new businesses and road changes. By default, that's done only when you're on Wi-Fi.

What you won't get with offline mapping is traffic information. Once you're back online, Google Maps might suggest a detour if there's unusual backup ahead. You also won't get photos and user reviews for businesses. But you do get contact information, hours and an overall user rating.

For directions, the feature initially works only with driving. It's not yet available for walking, biking or public transit - so you might still be stuck in subway stations.



Frankies Spuntino

Black Gold Records



seats

167 reviews



SAVED

from nearby Frankies, this steakhouse
bar is set in a Prohibition-style space.

It's all about Apple

MASTHEAD

APPLEMAGAZINE INTERNATIONAL
applemagazine.com

SUBSCRIPTIONS

AppleMagazine Website
applemagazine.com

Zinio LLC.
zino.com

Readr Newsstand
readrapp.com

Magzter Newsstand
magzter.com

Amazon Newsstand
amazon.com

Scoop Newsstand (Singapore)
getscoop.com

CONTACTS

Executive Director - ceo@applemagazine.com
Relationship Management - crm@applemagazine.com
Magazine and Website Editor - editor@applemagazine.com
Advertise - ads@applemagazine.com
Social Network - network@applemagazine.com
Promotions - promo@applemagazine.com

EXECUTIVE DIRECTOR

Ivan Castilho
Chief Executive Officer / Design Conception

MINDFIELD DIGITAL ART & GRAPHIC DESIGN

Glauco Ribeiro
Chief Design Officer / Art & Graphic Design Director

Michael Danglen
Art & Graphic Design Producer

Yogh Inc.
WordPress Production & Website Support

APPLEMAGAZINE VIDEO CHANNEL

Pedro Miszewski
Video Director / Producer

Laurel Hislip
Host

WRITERS

Precise English Inc.
Benjamin Kerry (UK)
Gavin Lenaghan (UK)
Craig Lenaghan (UK)
Elena Lusk (US)

COLUMNS

iTUNES REVIEW
Benjamin Kerry

FINANCE NEWS
Associated Press / Bloomberg

REVISION

Gavin Lenaghan
Elena Lusk

SPECIAL THANKS

Rui da Costa
Lise Berda
James Jarvis
Lauren Brown
Matthew Coburn
Robert Fluellen

Lucas Carvalho
Fellipe Giesel
Filipe Siems
Roger Gayalkar
Raquel Serrano
Richard Sawyer

PRIVACY POLICY
applemagazine.com/privacy-policy/

TERMS OF USE
applemagazine.com/terms-of-use/

SOCIAL NETWORKS



Twitter
[@apple_magazine](https://twitter.com/apple_magazine)
twitter.com/#!/Apple_Magazine



Facebook
facebook.com/applemagazineinternational

Authorized Publisher

AP Associated Press

The New York Times

BBC NEWS

Bloomberg

Los Angeles Times

UPI.com

The Sun

PRNewswire

DailyPress

AppleMagazine © Copyright 2015-2011. All Rights Reserved.

No part of the document may be circulated, quoted, or reproduced for distribution without prior written approval.

Proper Trademark Notice and Attribution iPad™, iPhone™, iPod™, Mac™, iMac™, Macbook™, iOS™, OS X™ are trademarks of Apple Inc., registered in the US and other countries. Please contact support for additional trademark ownership rights information.

The following is a list of Apple's trademarks and service marks <http://www.apple.com/legal/trademark/appletmlist.html>.

All other trademarks are the properties of their owners.

AppleMagazine is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc.

Apple *Magazine*[™]

AppleMagazine.com